

# *Sales Management*

THE MAGAZINE OF MARKETING

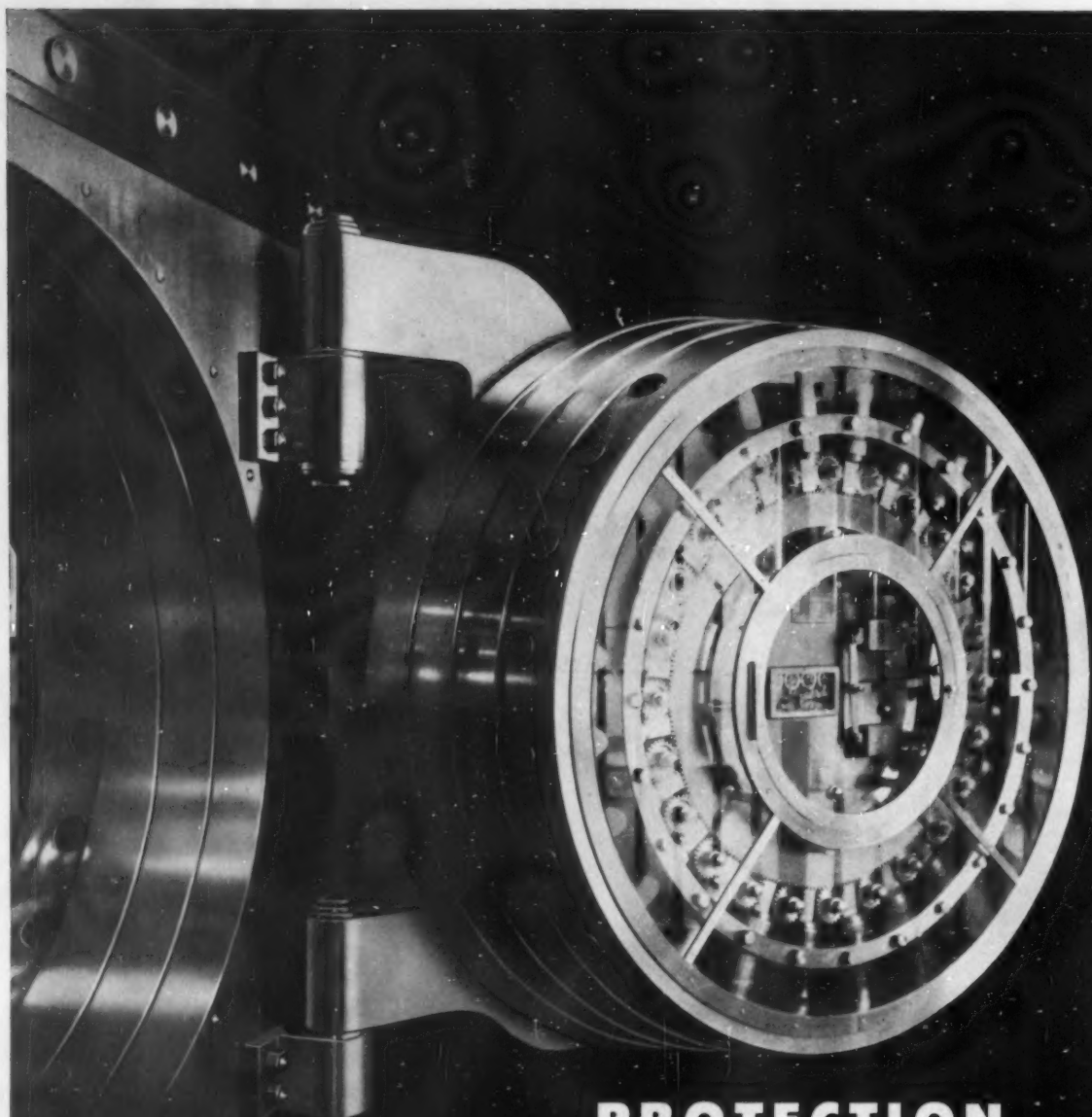
*In this issue:*

An article on your wife's dress  
... a star salesman and his  
letters ... why somebody's  
giving away 40,000 glasses  
of champagne this month...  
recipe for a bang-up sales  
bulletin ... and will boats be-  
come as common as Fords?

## ARE YOUR TV COMMERCIALS AN INSULT TO YOUR BEST CUSTOMERS?

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## PROTECTION

*The*  
**JAM HANDY**  
*Organization*

—safe for keeping product information under cover until the time of impact,

—skilled in helping to get new activities prepared and implemented without disclosure,

—The Jam Handy Organization is well set up, by previous program planning and experience, to maintain security while getting your job done right—and right on time.

VISUALIZATIONS • MOTION PICTURES • LIVE SHOWS  
PRESENTATIONS • SLIDEFILMS • TRAINING ASSISTANCE

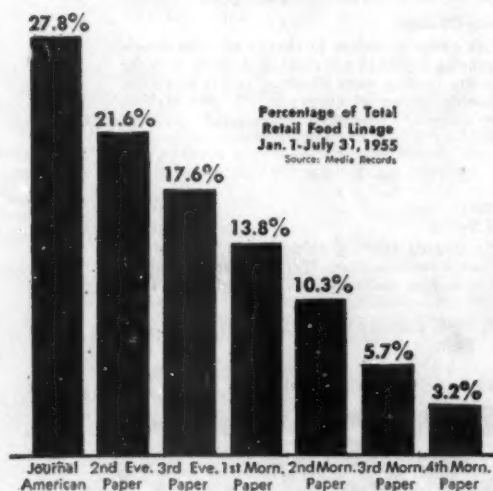
### OFFICES

NEW YORK 19 1775 Broadway	DETROIT 11 2821 E. Grand Blvd.	CHICAGO 1 230 North Michigan Ave.
DAYTON 2 310 Talbott Bldg.	PITTSBURGH 22 Gateway Center	HOLLYWOOD 28 1402 Ridgewood Place



more *families* to sell ...  
more *time* to sell them ...

in the New York Journal-American



IN the greater New York market, consumer expenditures for food have increased by more than 500% since 1941—a 200% greater increase than the national average. Opportunities for retail expansion are unequalled. Competition is rampant. And hard-hitting, penetrating advertising is a must.

In this area of 50,000,000 meals a day, the Journal-American has carried the bulk of retail grocery advertising for more than twelve straight years. During the first seven months of '55, the Journal-American gained twice the retail grocery lineage of both other New York evening papers combined ... more than all New York morning papers combined.

In the New York market, the Journal-American has the largest audience of any standard-size paper. The Journal-American is home-going, home-shopped, when advertising has its greatest influence on family buying. The Journal-American hits hard, sells hard for retail food advertisers. Your advertising in the Journal-American will hit hard, sell hard, too.

in New York it's better in the evening and it's best in the

**Journal NEW YORK American**  
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

# UP 14%

In advertising linage first 3 months of 1955 over same period 1954!

# UP 34%

In advertising linage first 9 months of 1955 over same period 1950!

NO OTHER PUBLICATION

SELLS 1,065,630 ELKS

(ABC DEC. 31, 1954)

LIKE

Largest circulation of any fraternal magazine!

THE **Elks** MAGAZINE

New York Chicago  
Detroit Los Angeles



## THE FOX CITIES OF WISCONSIN

... have over 25,000 families. These families spend over 104 million retail dollars yearly. 95% read the one local newspaper. 93% have it delivered daily. We carry more ad linage than any other in Wisconsin, except one. Find out about us!

**APPLETON POST-CRESCENT**

Contact Ken E. Davis, Manager, Gen. Advertising

# Sales Management

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Again an Inspiring  
All Time Record...

11,322

ADVERTISERS  
PLACED

42,293

ADVERTISEMENTS  
WITH THE HELP OF

1,608

ADVERTISING  
AGENCIES

in 1955 Annual Edition of  
THOMAS REGISTER

The Record Speaks for Itself!

READERSHIP-ZERO  
BUYERSHIP-100%

It Really Pays to Advertise in...

THOMAS  
REGISTER

96% PAID CIRCULATION

Thomas Publishing Company  
461 Eighth Avenue, New York 1





Industrial Ratio Map of the U. S.  
Area of each state is exact ratio to its industrial value. M.P.A. covers the "Heart" exclusively!

## in the BOOMING 90-BILLION-DOLLAR MIDWEST INDUSTRIAL MARKET!

Here's your entree to BIG BUSINESS — in the World's Richest Concentration of Industrial Buying Power! Here's how to get "inside" where the real buying is done — where the orders are issued. M.P.A. does it for you like nothing else can! It's the P.A.'s own magazine, "must" reading for all members of the powerful P.A. Associations in the "Heart of Industrial America" — 100% "buyer" coverage, every month.

Your ad in M.P.A. is the perfect introduction for your representatives. They'll report more sales: "The buyer saw our ad in M.P.A. — needs our products and services — closed a deal!" That's why so many "national" advertisers have made M.P.A. the exception to an iron-clad "non-regional" advertising policy. They're getting value, and they're staying with it. Try an ad series of your own, and you'll do the same!

A few of the "national" advertisers who use over 50% of the space:

Dupont  
U. S. Steel  
Republic  
Ohio Gear  
Nicholson File  
Assoc. Spring  
Nat'l Malleable  
Wickwire-Spencer

Boehling's  
Tube Turns  
Chase Brass  
Bridgeport  
Scovill Brass  
American Brass  
Nat'l Screw  
Rollance Elec.

Standard Oil  
Cities Service  
Americas Box  
Hinde & Beach  
Robt. Gair  
Osborn Brush  
Ohio Injector  
Blaw-Knox



Write for  
Reader Issue  
(Containing  
P.A. list)  
on your  
letterhead



6th Floor, Penton Bldg.  
Cleveland 13, Ohio



EXECUTIVE OFFICES, 386 Fourth Avenue  
New York 16, N. Y. Lexington 2-1760

### EDITORIAL

EDITOR.....Philip Salisbury  
EXECUTIVE EDITOR.....A. R. Hahn  
MANAGING EDITOR.....John H. Caldwell  
FEATURE EDITOR.....Lawrence M. Hughes  
ASS'T. MANAGING EDITOR Robert C. Nicholson  
SENIOR ASSOCIATE EDITOR.....Alice B. Ecke  
ASSOCIATE EDITOR.....Harry Woodward  
CHICAGO EDITOR.....David J. Atchison  
WASHINGTON EDITOR.....Jerome Shoenfeld  
DIRECTOR OF RESEARCH.....Jay M. Gould  
ASS'T. DIRECTOR OF RESEARCH.....Alfred Hong  
CONSULTING ECONOMIST.....Peter B. S. Andrews  
COVER ARTIST.....Ralph Castenir  
COPY EDITOR.....Amy Lee  
PRODUCTION MANAGER.....Mary Camp  
ASS'T. PRODUCTION MANAGERS  
Aileen Weisburgh, Virginia New  
READERS' SERVICE BUREAU.....H. M. Howard  
EDITORIAL ASSISTANTS.....Ingrid Larson  
Ann Di Lallo

### ADVERTISING SALES

EXECUTIVE VICE-PRES.....John W. Hartman  
ASS'T. TO EXEC. V-P.....Caroline Cioffi  
SALES PROMOTION MGR.....Philip L. Patterson  
ADVERTISING SERVICES  
MANAGER.....Madeleine Singleton  
RECORDS & RESEARCH.....Ellen Knauff  
PRODUCTION.....Patricia Simon  
DIVISION SALES MANAGERS  
NEW YORK 16, N. Y. (386 Fourth Avenue;  
Lexington 2-1760): W. E. Dunsby, Wm.  
McClenaghan, Randy Brown, Jr., Gerald  
T. O'Brien, Gordon F. Brine,  
CHICAGO 1, ILL. (333 N. Michigan Avenue;  
State 2-1266): C. E. Lovejoy, Jr., W. J.  
Carmichael, Thomas S. Turner,  
SANTA BARBARA, CALIF. (15 East de la  
Guerra, P. O. Box 419; Woodland 23612):  
Warwick S. Carpenter.

### SUBSCRIPTIONS

DIRECTOR.....R. E. Smallwood  
ASSISTANT DIRECTOR.....Edward S. Hoffman  
SUBSCRIPTION MANAGER.....C. V. Kohl  
\$8 a year; Canada, \$9.00; Foreign \$15.00

### SALES MEETINGS

(quarterly, Part II of SALES MANAGEMENT);  
editorial and production office: 1200 Land Title  
Bldg., Philadelphia 10, Pa.; Philip Harrison, Gen-  
eral Manager; Robert Letwin, Editor.

### OFFICERS

PRESIDENT AND PUBLISHER.....Raymond Bill  
GENERAL MANAGER.....Philip Salisbury  
EXECUTIVE VICE-PRES.....John W. Hartman  
TREASURER.....Edward Lyman Bill  
VICE-PRESIDENTS.....C. E. Lovejoy, Jr.,  
W. E. Dunsby, R. E. Smallwood

SALES MANAGEMENT, with which is incorporated  
PROGRESS, is published semi-monthly on the first  
and fifteenth except in May, September and  
November when it is published on the first, tenth  
and twentieth. Affiliated with Bill Brothers  
Publishing Corp. Entered as second class matter  
May 27, 1942 at the Post Office, East Stroudsburg,  
Pa., under the act of March 3, 1879. Publication  
(printing) offices, 34 North Crystal St., East  
Stroudsburg, Pa. Address mail to New York office.  
Copyright September 20, 1955 by Sales Manage-  
ment, Inc.

Member



September 20, 1955 Volume 75 No. 7



e believe that ROP Color in selected newspapers across the nation is today's most effective and resultful, most powerful and dramatic advertising medium available to the national advertiser.

That belief is backed at THE MILWAUKEE JOURNAL by complete color production and service facilities developed from years of experience in publishing America's largest volume of ROP Color advertising and editorial presentations.\*

Advertisers and agencies are offered practical, experienced assistance in the planning and production of newspaper color advertising for use at the national level—as well as complete service in co-operative advertising for retailers and dealers.

## THE MILWAUKEE JOURNAL

National Representatives—O'Mara & Ormsbee, Inc.  
NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO



Recognized as "America's Most Colorful Newspaper," The Journal consistently ranks first in the nation in ROP Color advertising 1,690,120 lines in 1954. In addition, editorial color was used on 730 pages during the year.

Started two years ago, The Milwaukee Journal ROP COLOR SERVICE for NEWSPAPERS has distributed nearly 7,000 color pages and made thousands of high grade color mats and plates available to subscribers and advertisers at low cost.

# BASIC SALES STEPS.



## METHODS CHART for Increasing sales power

### APPLY BUSINESS PAPER ADVERTISING HERE

Sound and consistent product advertising is the best, quickest and cheapest way to accomplish the preliminary steps in building an order.



### FOR GREATER SALES PRODUCTION HERE

SPECIFIC PROPOSAL

With Advertising (Mechanized Selling) functioning properly on Steps 1, 2, 3 the salesman can concentrate more of his valuable selling time on the important job of producing finished orders.

CLOSE THE ORDER

KEEP CUSTOMERS SOLD

...apply advertising to help the salesman hold the line against competition—lay the foundation for future sales.

# ...to the dotted line

At any given moment, the average industrial salesman's list of accounts will provide examples of the various steps to a sale. You'll find prospects he's trying to contact . . . others whose interest he has aroused . . . still others who have evidenced a preference for the product he's selling.

He'll have examples of the pay-off steps, too. Accounts to whom he has made specific proposals . . . orders awaiting signatures. And, if you don't think the tally of orders is high enough, the circumstances may be the answer.

"Bird-dogging" for prospects, for instance, may be costing orders from immediate buyers. But this is one situation that can be changed. You can "mechanize" the first three steps to a sale—and buy your salesman more time for the pay-off steps—by using Business Publication Advertising. For pennies per call, your advertisement in business magazines will reach new prospects with the same story your salesmen tell in their early visits—what you make—how it helps—why it's better.

Perhaps, in re-evaluating industrial salesmen's time, you'd like to see the McGraw-Hill booklet, "How Many Accounts Can Your Salesmen Handle?" Ask your McGraw-Hill man for a copy. And the next time you figure out quotas, figure in business publication advertising.

**McGRAW-HILL**  
PUBLISHING COMPANY, INCORPORATED



330 WEST 42nd STREET, NEW YORK 36, N. Y.



OVER A MILLION MEN IN BUSINESS AND INDUSTRY PAY TO READ McGRAW-HILL BUSINESS PUBLICATIONS

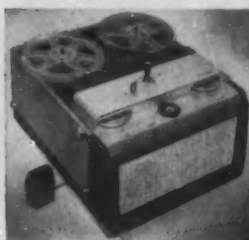
SEPTEMBER 20, 1955



## New ... PENTRON tape recorder with Unimagic Control!

Here at last is a recorder built for action! One feather-touch lever gives you complete, error-proof control while your full attention is free for the meeting or conversation you are recording!

High fidelity recording and 2-speaker playback assures perfect communication, even of messages recorded in your car. Automatic index counter and instantaneous braking make editing fast, sure and easy! See it—try it—today!



**PENTRON  
PACEMAKER**  
**\$189<sup>50</sup>** list  
others,  
\$129.50 to \$249.50  
Free Reel  
of New Pentron  
Recorded Tape.

**PENTRON**

**SEND COUPON TODAY!**

### PENTRON CORPORATION

798 Tripp Ave., Chicago 24, Ill.

- ☐ Send complete information on PENTRON Pacemaker tape recorder.  
☐ Send address of nearest PENTRON source.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Canada: Atlas Radio, Ltd.

104-55

## LETTERS TO THE EDITORS

### GOOD IN '54, BETTER IN '55

EDITOR, SALES MANAGEMENT:

I wish to thank, through you, Mr. Charles Bury for his article "Don't Be a Word Rambler" (SM, April 15, 1954, p. 142).

It fitted in perfectly with my campaign to sharpen up the promotional copy we send to our stores.

As you can see, my chief copy writer is beginning to get the idea.

M. R. Bossler

National Display Manager  
W. T. Grant Co.  
New York, N. Y.

►Bossler's instructions to his copy chief were: "Dave, read once a week." Came the answer: "Noted and taken to heart. Dave." See Dave's evidence below.

### BUYER PERSISTS ... SALE MADE!

EDITOR, SALES MANAGEMENT:

In his letter commenting on Hillary Bailey's experience with the fledgling insurance salesman (Letters to the Editors, SM, Aug. 15, p. 12), Charles Becker of The Franklin Life Insurance Co., stated, "I'm afraid that sometimes we in the life insurance business grow a little bit smug over the effectiveness of our training procedures." If my own experiences are any criteria, Mr. Becker has need for far greater concern.

Shortly after coming to Canada in January of this year, I received an attractive "You're in the News" folder from one in-

surance company which contained clippings of press releases announcing my new position. I was flattered. I appreciated the extra clippings. And I was in a favorable mood to receive the call they promised to discuss my insurance needs. The call? It never came.

At the same time, a salesman with a second insurance company wrote to welcome me to Canada, offered congratulations on my new position and suggested I might want to review my insurance program. As a matter of fact I did. But when he called a few days later, I was preparing to leave on a trip and suggested he 'phone me in 10 days. No return call was every made!

Then, to cite one more example, on April 29 I wrote the New York office of a company with whom I now have a hospitalization policy, requesting that the policy be broadened to cover my entire family. Letters arrived from their New York office, their home office and the main Canadian office, all assuring me that they would be happy to take care of my needs. A local representative was supposed to call. But it was not until I wrote three more letters that I received a call from the local salesman on July 11! Unfortunately, he called just as I was dashing out the door to catch a plane so I asked that he 'phone again on July 25. But it took one more letter, this time with copies to the American and Canadian main offices, the New York and Montreal branch offices and even to the president himself, before the salesman finally contacted me again on August 3, and the sale was made—96 days after my first letter!

In the first instance, I was a "ripe" prospect for new insurance. Even the fledgling salesman who had to read from the book ("Read from the Folder, Billy," SM, Trends, July 15, p. 34) could prob-

(Continued on page 12)

### HE DIDN'T RAMBLE!

## Don't Be a "Word Rambler"!

BY CHARLES BURY • Charles Bury and Associates

How long should a letter be? Long enough to tell the complete story—~~no longer and no shorter. Strive to use the least amount of words without being abrupt, or curt.~~

Letters that stumble and stutter ~~all over the page~~ are hard to read, hard to write. Concise letters make your ideas stand out ~~bright and sharp~~. You enjoy writing them, others enjoy reading them.

How do you make letters concise?

1. Equip yourself with ~~one lead~~ pencil.
2. On letters ~~that come across your~~ **YOU RECEIVE**

~~look from other people strike out the unnecessary words. just as you did with the letter in the box. You'll notice that 90% of the letters you receive can be shortened from 20 to 60% without destroying the message.~~

**CONCISE**  
If you would ~~really write~~ **concise** letters, ~~that are concise~~ . . . Once a week perform this operation on carbons of your ~~own~~ letters!

Here is a letter that bulges with the ~~excess weight of its wasted words~~. Read it as ~~originally~~ written; then read it again, omitting the words indicated.

SALES MANAGEMENT



***In Greater Philadelphia,***



***The Bulletin delivers more copies***



***to more people every 7 days***



***than any other newspaper***

\$1,400,000,000! That's what the people of Greater Philadelphia spend each year for food!

How to get your share of these sales? Carry your sales message regularly to these families in their favorite newspaper, The Evening\* and Sunday Bulletin.

Throughout giant 14-county Greater Philadelphia (A.B.C. City and Retail Trading Zone) The Bulletin packs selling power.

And Philadelphians are showing particular interest in The Sunday Bulletin and its new dress. Featuring 10 separate sections, R.O.P. editorial and advertising color, it is bright, fresh and easy to read—published on our new presses, in new type, in the most modern newspaper plant in the world.

Because there is more of interest to Philadelphians in The Bulletin, Philadelphians get more out of it... and that means advertisers do, too.

The Bulletin is Philadelphia.

\*Largest evening newspaper in America

**In Philadelphia  
nearly everybody reads The Bulletin**

Advertising Offices: Philadelphia, 30th and Market Streets  
New York, 285 Madison Ave. • Chicago, 520 N. Michigan Ave.

Representatives: Sawyer Ferguson Walker Company in Detroit  
Atlanta • Los Angeles • San Francisco

# DETROIT MEANS BUSINESS ... *300 Incoming Carloads per Hour!*



These carloads—and 50,000 others per month—are for Detroit plants, producing new cars at the highest rate in history . . . and for Detroit stores doing business with workers and families earning the highest incomes of any major market in the nation.

To do business by the carload in the Detroit market, use The Detroit News. With its circulation leadership and concentrated trading area coverage, The News is Detroit's most effective selling medium.

Proof? Advertisers place 51% of all their newspaper lineage in The News . . . more than twice as much as either of the other two Detroit newspapers.

## The Detroit News

THE HOME NEWSPAPER

Largest Weekday and Sunday Circulation  
of All Michigan Newspapers

Weekday . . . 456,189 Sunday . . . 563,038

ABC 3/31/55

Eastern Office: 110 E. 42nd St., New York 17 • Miami Beach, Florida: The Leonard Co., 311 Lincoln Road  
Chicago Office: 435 N. Michigan Ave., Tribune Tower, Chicago, Ill. • Pacific Coast: 785 Market Street, San Francisco, Calif.

Because industrial salesmen work closely with their customers, they have intimate, personal knowledge of buying patterns. MILL & FACTORY taps this invaluable knowledge on a nationwide scale—and no impersonal circulation method can match it.



## No One Gets Closer to Buying Influences than the Industrial Salesman!

*And 1,645 industrial salesmen select the plant executives who read MILL & FACTORY*

An industrial salesman *has* to know the men in the plant who influence and control buying. That's his job. In many a plant you'll often find the salesman and plant executive, after hours, ironing out the details of a manufacturing problem, or working hand in hand to improve a service. You just can't beat the industrial salesman's intimate contact with buying influences.

That's why MILL & FACTORY, alone among general industrial publications, builds and maintains its circulation through 1,645 industrial salesmen who call continually on the important plants in every important trading area in the United States. These salesmen hand-pick for MILL & FACTORY the men they *know* have buying authority. In this way, through the unique Conover-Mast Franchise Circu-

lation Method, paid copies of MILL & FACTORY reach the same men your salesmen must see to sell your product.

As a result, when you advertise in MILL & FACTORY, you are reaching just the sort of customer and prospect list you yourself could build if you employed 1,645 full-time industrial salesmen. We've done the job for you—the only magazine that can.

### Mill & Factory

205 East 42nd Street  
New York 17, N. Y.

NBP

EPA

A CONOVER-MAST PUBLICATION



*regardless of title*

**Mill & Factory reaches the Men Your Salesmen must See to Sell!**

# BUT HOW ARE WE DOING IN SAN DIEGO?



## YOU CAN FIND OUT IN A HURRY!

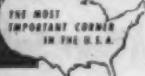
### ANOTHER IMPORTANT SERVICE TO OUR ADVERTISERS

Every month — a continuing home audit is conducted for the San Diego Union and Evening Tribune by **FACTS CONSOLIDATED**... an independent market research organization. Personal interviews reveal exactly what brands of merchandise are found in **EVERY** room of representative samples of San Diego homes. With a **FACTS CONSOLIDATED** report — you know how deeply your product has penetrated this billion-dollar market — and what the degree of acceptance is in comparison with other brands. For the current San Diego market status of your product — see your West-Holliday man — or write to the Union-Tribune National Advertising Department.

REPRESENTED NATIONALLY BY



THE WEST-HOLLIDAY COMPANY, INC.



## LETTERS

ably have sold me. In the latter case, I was already sold. All I wanted was a dotted line to sign. But no one could be bothered.

If salesmanship isn't dead, why is the corpse so cold?

Oliver L. Nichouse

Sales Promotion Manager  
TCP of Canada Limited  
Montreal, Que.

### HARMONY ON THE JOB

EDITOR, SALES MANAGEMENT:

Permission is requested to reprint for distribution to our Sales Department supervisors the article entitled, "When Day Is Done," which appeared in the Aug. 15 issue of your magazine ("The Scratch Pad," p. 120).

We are continually looking for pertinent articles dealing with the science of employer-employee relations and this particular article in our opinion is very excellent.

W. R. Woodruff

Sales Department  
Phillips Petroleum Co.  
Bartlesville, Okla.

### ALIVE—AND NOT KICKING

EDITOR, SALES MANAGEMENT:

Have read with interest the article, "How to Keep Salesmen Alive" (SM, Aug. 1, p. 31).

We are about to install seat belts in our passenger car fleet and, realizing that such an innovation will require quite a bit of selling, we feel your article will be helpful as a tool in this attempt. . . .

Martin G. Noon

Director, Accident Prevention  
Super Service Motor Freight Co.  
Nashville, Tenn.

### JOHN OR WILL?

EDITOR, SALES MANAGEMENT:

As a former DuPont man, I read Fen K. Doscher's article, "It Isn't the Man, It's the Training" (SM, Aug. 15, p. 82), with great interest. A minor error crept into the story however. The man he refers to [as John Lock] is W. C. Lock, better known as Will. I believe he is still with DuPont on the West Coast.

John M. Cowan

Managing Director  
National Flexible Packaging Association  
Cleveland, O.

SALES MANAGEMENT

# One is making News...

## in Philadelphia



*David O. Woodbury, whose "Atoms for Peace" recently distinguished our sparkling tabloid pages.*

Not long ago the nation's space buyers took a good look at our town's papers . . . a searching look at all three.

And that's when our sparkling tabloid began making news. Ads poured in on us in eye-popping fashion. In 1954 we were the only Philadelphia daily to gain. First 6 months 1955 we shot ahead by another 808,795 lines\*,

## With fabulous linage gains

greatest 6-month gain in our history. July showed a better than 90,000-line\* upsurge.

What's happening? The guys who "buy customers" have made a big discovery about Philadelphia. The DAILY NEWS blankets a market of its own. DAILY NEWS-land is a tight little island inhabited by more than 180,000 families (many with two and three pay-checks). These free-spending customers see your ads in our bright tabloid pages: we couldn't bury you if we tried! Supreme visibility plus reader loyalty—that's why the DAILY NEWS pays off like magic.

Newspapers are a great buy in this big fat market.

But to sell Philadelphia with crispest economy, all you really need is two . . . and one has to be us.

### DAILY NEWS



*Philadelphia's Picture Newspaper*

NEW YORK: William A. Maher  
415 Lexington Ave.  
Murray Hill 2-9197

CHICAGO: J. J. Twomey  
333 N. Michigan Ave.  
Andover 3-5270

DETROIT: Charles J. Sheppard  
1061 Penobscot Bldg.  
Woodward 2-3080

\*Total Daily Advertising—  
Media Records



# **SPORTS AFIELD**

## **THE GREATEST EXPANSION**

- We at Sports Afield firmly believe that the boom in the sportsman's market — spectacular as it is — is only just beginning.
- We believe that the growth of fishing, hunting, boating and other do-it-yourself sports over the next ten years will far exceed anything that has gone before.
- That is why — starting with the October 1955 issue of Sports Afield — we are...





# **ANNOUNCES...**

# **PROGRAM IN ITS HISTORY**

- 1. Doubling the number of editorial pages in the feature section.**
- 2. Doubling our already large number of four-color editorial pages.**

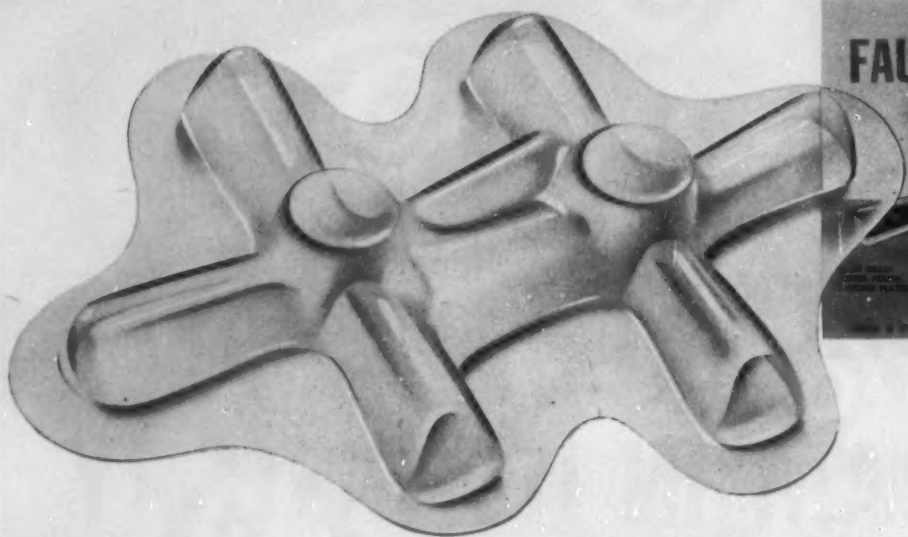
See the new Sports Afield...on the newsstands September 20th.  
It's the most exciting thing in all outdoors!

## **SPORTS AFIELD**

THE AUTHORITY FOR FISHING AND HUNTING

A HEARST MAGAZINE  
959 Eighth Avenue, New York 19, N. Y.

# Vacuum-Formed... Pressure-Formed packaging



Franklin E-Z Tach Faucet Handles, by Shaw-Randall

## puts your product in selling shape!

Vacuum-formed packaging with transparent Acetate is producing the most effective containers on store counters today.

### Formed Acetate

- is completely protective to merchandise
- offers full product visibility
- is ideal solution for multi-part products
- is economical
- will accommodate short or long runs.

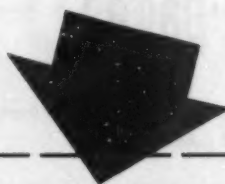
These are the solid reasons that account for the mushrooming popularity of vacuum-formed packaging.

Every day finds new applications—new selling ideas—developing from this sure-fire packaging method. If you have a packaging problem—if you are interested

in getting more facts about vacuum forming, before you go ahead, get in touch with the Celanese Product Development Department. You will be given information about probable costs, and put in touch with fabricators. Use the coupon below.

Celanese Corporation of America, Plastics Division, Newark 5, N. J. Canadian affiliate, Canadian Chemical Co., Limited, Montreal, Toronto, and Vancouver.

\*Reg. U. S. Pat. Off.



## Celanese\*

PLASTICS

\*Reg. U. S. Pat. Off.

Celanese Corporation of America, Plastics Division, Dept. 173-1,  
290 Ferry Street, Newark 5, N. J.

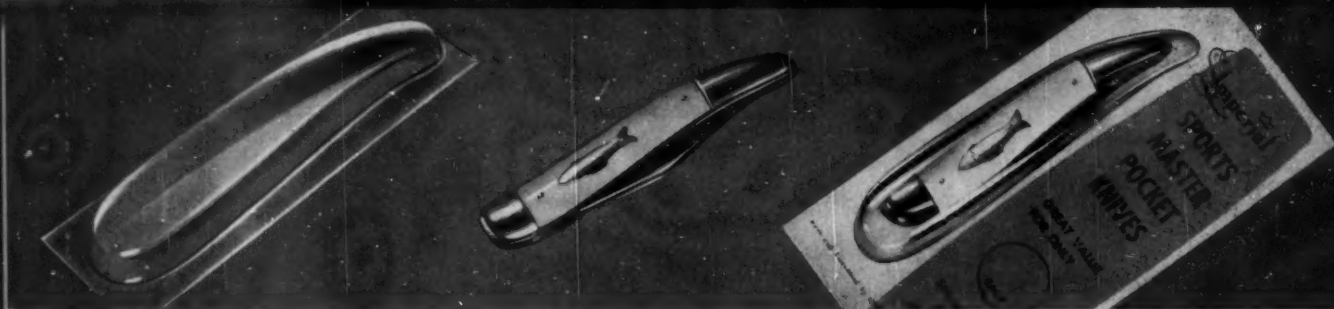
- ☐ Send me vacuum and pressure forming information. ☐ I am interested in packaging \_\_\_\_\_ (type of product).
- ☐ I am interested in formed displays. ☐ I am interested in forming machinery.

NAME \_\_\_\_\_

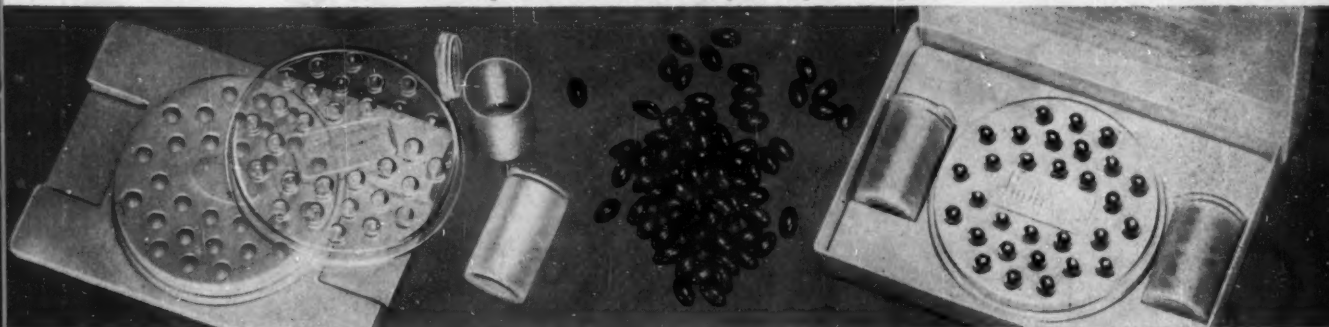
TITLE \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

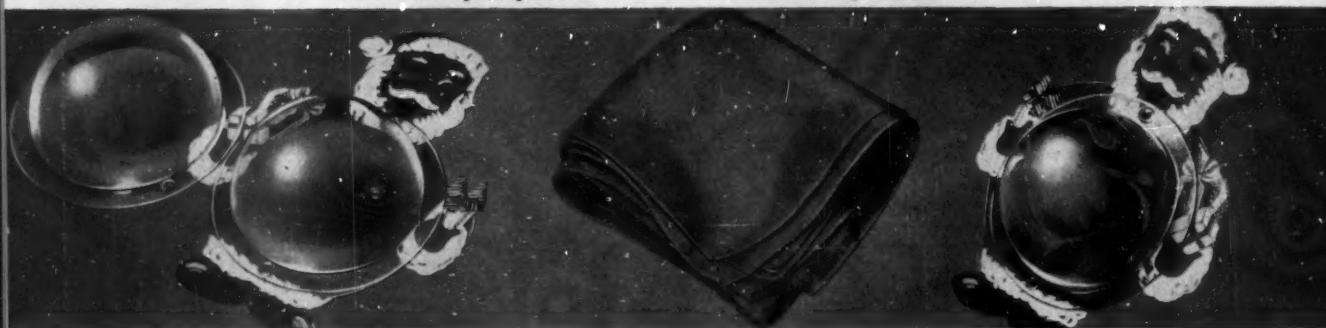
ADDRESS \_\_\_\_\_



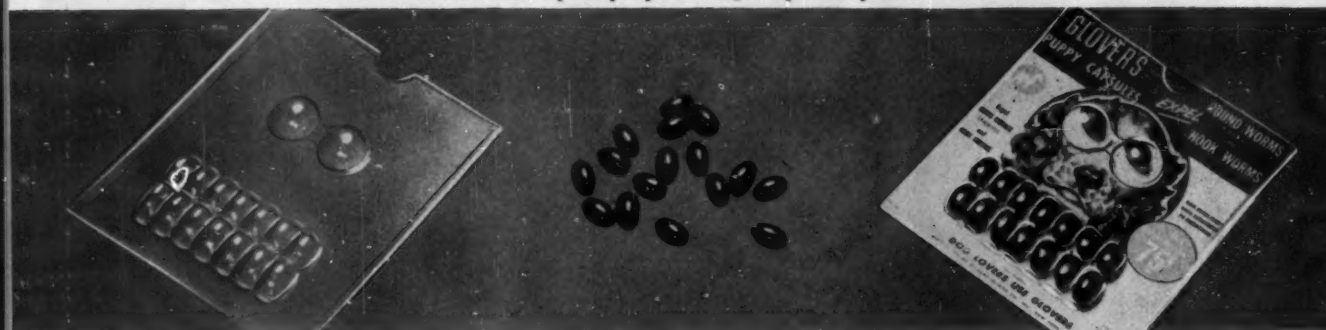
**Imperial Pocket Knife, by Utility Printing**



**Buticaps, by Mechanical Products, Los Angeles, Calif.**



**Carol Stanley Display Package, by Henry Schmitz**



**Glover's Puppy Capsules, by Valley-National**



**LaCross Pedi Trimmer, by Plastic Artisans**

**now, 3rd series  
is ready to  
a great show**



# of BADGE 714 prove again... stays great!



In market after market, BADGE 714, starring Jack Webb, delivers the biggest TV audiences in town for its sponsors, proving again and again that it's a *great* show.

As DRAGNET on network, the 39 exciting half-hour episodes comprising the third series of BADGE 714 chalked up an average national Nielsen rating of 44.7\*. In the latest ratings of all ARB markets, the second series outrated 58 of 62 programs, network and local, in time-period competition.

And the latest Annual *Billboard* Poll of TV station managers, advertising agencies and sponsors again selected BADGE 714 as "the best non-network mystery series." Its star, Jack Webb, once again was named "best performer."

Great entertainment for audiences and great selling for advertisers — that's the way BADGE 714 adds up every time. And now, the third series is ready to do a great selling job for *you*. Sign up now for first-run syndication sponsorship in your markets. For availabilities, write, wire or phone



## NBC FILM DIVISION

Serving All Sponsors... Serving All Stations

30 Rockefeller Plaza, N. Y. 20, N. Y. Merchandise Mart, Chicago, Ill. Sunset & Vine, Hollywood, Calif.

\*Nielsen Television Index—September, 1954-May, 1955



means

**MORE ROP  
FULL COLOR  
FOR YOU**

in

**CLEVELAND'S  
FAVORITE  
NEWSPAPER**

Beginning in October, The Cleveland Press will be able to publish 20% more pages and 167% more ROP full color. This means that eight full-color pages and ten two-color pages are possible in papers up to 80 pages, and as many as 16 two-color pages can be run on days when there are more than 80 pages, up to 96.

**The  
Cleveland  
Press**



## THE HUMAN SIDE



**WAR ART . . .** One of Abbott Laboratories' specially-commissioned studies of men at war was this striking submarine work by the famous Thomas Hart Benton.

### **Abbott Sells Drugs Through the Medium of Art**

Companies that use fine art in their national advertising are as scarce as Willkie buttons. You can almost name them on one hand: Container Corporation of America is the example most people know. The De Beers diamond interests is another. Mostly, though, American advertisers prefer the tried-and-true technique of photographs of pretty girls looking into cavernous refrigerators or stepping into gleaming automobiles or washing highlights into their hair. But Abbott Laboratories, manufacturing pharmaceutical chemists of North Chicago, Ill., have been—since 1935—translating fine art for art's sake into fine art for fine sales.

This month Abbott is reviewing the experience of two full decades as an art buyer. For Abbott, in effect, has employed Thomas Hart Benton to establish the firm name, has used Grant Wood—for a fee—to promote penicillin. Renowned artists of several continents have helped physicians throughout the world to think of Abbott and quality as synonymous.

This month the latest of Abbott's art purchases for advertising is running in medical journals. It is a full-color study of a woman, done by Wallace Bassford. It will promote the company's product, Selsun. Selsun is a dandruff specific and no pharmaceutical firm but Abbott would have thought of selling a dandruff corrective with fine art.

Credit for using such art can be placed on the shoulders of Charles S. Downs, the firm's director of advertising and public relations. He is a man who loves and respects art and he believed that the fine-art approach to sales would be just right for physicians. So in 1935 he began to employ the talents of so-called "easel" or "fine" artists to improve the appearance of drug advertising in general.

Today the Abbott collection of paintings—all used in Abbott pro-

**SALES MANAGEMENT**



*they Buy More because they Have More!*

● Even the "small fry" have more for movies, baseballs, dolls, toys, or smoothing the path with teacher! That's because the average income per family in this great market is \$6,593—25.7% above the national average—and 7th among cities of 600,000 and over!\*

Whatever you're selling, you'll find a far better market in Indianapolis, responsive and ready to buy. In addition, you get these other important advantages, as well:

- ▶ It's BIG . . . over 600,000 population
- ▶ It's STEADY . . . unsurpassed for diversification and balance of industry and agriculture
- ▶ It's EASILY REACHED . . . you get saturation coverage of the metropolitan area, plus an effective bonus coverage of the 44 surrounding counties in The Indianapolis Star and The Indianapolis News. Write for market data today.

**KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES**

\*Consumer Income Supplement, 1954, Standard Rate & Data Service.

**THE INDIANAPOLIS STAR**  
**THE INDIANAPOLIS NEWS**

YOUR FIRST TEAM FOR SALES IN INDIANA



## Stickin' Around with KLEEN-STIK

For P.O.P. that's T-O-P!

You just can't beat KLEEN-STIK for Point-of-Purchase displays and labels! With its easy peel-'n'-press method, it's a natural for getting extra "play" from dealers . . . and extra attention from customers. No wonder it's used by so many advertisers in so many clever ways:



### Cheese "Tease"

Big as life and "twice as natural", this 3-dimensional taste-teaser tempts customers right at the counter. CHARLEY SCHLINGER and ROGER CASEBOLT of ARMOUR & CO., Chicago, got this bright idea . . . and worked it into a clever cut-and-fold piece. Two KLEEN-STIK strips hold it tightly in place on self-service refrigerator cases in stores. MAGILL-WEINSHEIMER, Chicago, printed it "inside out" on the back of Kromekote stock—saving the glossy side for the slick product reproduction in realistic color.



### "Please, Mr. Motorist"

Des Moines's THRIFTWAY SUPER MARKETS didn't have to go far to round up volunteers to help spread this safety plea—they found 'em right at the check-out counters! Every customer with a car got one of these bright, bold KLEEN-STIK Bumper Strips to keep the message "rolling". Timed with school opening, the campaign was highly effective and made many friends for Thriftway, who did the art in their own Art Dept. Sharp printing job by GLAYSTON PRINTING CO. on KLEEN-STIK 65# Yellow Litho, all-over gummed.

If you're lookin' for a new angle—a new switch in P.O.P., switch to KLEEN-STIK! This versatile pressure sensitive makes outstanding window signs, shelf-edgers, back-bar signs, and many more. Ask your regular printer or lithographer—or send for our famous "Idea-of-the-Month" service.

**KLEEN-STIK PRODUCTS, INC.**  
7300 W. Wilson Avenue, Chicago 31, Illinois  
Pioneers in pressure sensitive for Advertising and Labeling

motion—is valued at more than a million dollars! The roster of artists who have done work for Abbott is long and singularly impressive. Such greats as Ben Shahn, Georges Rouault, Maurice Utrillo, Raoul Dufy have done fine work in behalf of pharmaceuticals. So have some of the great women artists such as Marie Laurencin and Doris Lee.

Most of the important paintings which Abbott has commissioned have been used as covers for the company's external house organ *What's New*. This medical magazine is mailed six times a year to 200,000 doctors in the U. S. and to 113,000 in foreign countries. The circulation of Abbott art has thus been large.

One thing which led Abbott to embark on its art purchases was the discovery that doctors are interested, as a whole, in art: Amateur painting, according to research, is one of the leading hobbies of many physicians. Each year the American Physicians Art Association, a national organization, holds an exhibit of paintings by medical men in conjunction with the American Medical Association convention. And Abbott is delighted that many doctors write in, suggesting consideration for a particular painting for a *What's New* cover. Often, however, they write critically on various aspects of a cover painting . . . "too modern," some of them say. "The picture would have been improved by better composition," wrote another. All this proves to Abbott that doctors look at and read *What's New* and constantly increasing sales have borne out Abbott's contention that its art leaves a mark.

Each issue of the publication features a comment on the cover by Emily Grenauer, art critic for the *New York Herald Tribune*. The company also offers reproductions of the cover paintings, suitable for framing, to doctors on request. Demand for these is heavy—running as high as 10,000 for a single work.

## Merchandising Through Art

Downs believes that art does a good merchandising job. This is the way he reasons: Doctors cannot gamble with drugs that aren't of top quality. In the highly competitive market, where many companies have nearly identical products, doctors prescribe one company's products because they believe the quality of that company's research and manufacturing techniques is superior. Abbott advertising aims at selling the quality of the company as well as the specific products.

Each of the company's art purchases is bought to tell the story of a particular product or to create a mood for a particular medical illustration.

The technique has been successful from the artistic standpoint as well as from the sales. More than 50 awards and citations cover the walls of Abbott's Advertising Department. The Art Director's Club of Chicago, as early as 1937, gave the company an award for excellence in design of booklets and brochures. In 1950 the Direct Mail Advertising Association presented Abbott with a Best of Industry award.

During World War II Abbott commissioned 26 artists to tour the fighting fronts and paint their impressions of men at war. The Abbott collection of war art, entirely separate from the art used in advertising, numbers over 700 paintings. These paintings won a commendation from then Secretary of the Navy Forrestal who wrote, "We are indebted to Abbott Laboratories for giving the paintings to the Navy Department as part of its war record . . . the drama that these paintings show was one part of the vast effort which brought a . . . victory to us all."

Now, at the end of 20 years as a buyer of fine art, Abbott has every reason to feel that employing such art in advertising is a highly successful technique and one which it plans to continue for many years to come.

# ON-THE-SPOT SALESMAN

## 18,000 STRONG

HP & AC's  
January 1956  
Directory  
Number



## A PROVED Result-Producer in the Heating, Piping, Air Conditioning Market

When engineers and contractors look for sources of supply, here's where they go.

Want proof? A survey established that 9 out of every 10 of our subscribers (all paid—ABC) use this January Directory Number when specifying and purchasing. In a great many cases, it's referred to every week.

What's in it for THEM? Plenty.

An alphabetical listing of all the products used in industrial and large building heating, piping and air conditioning. Names and addresses of all the manufacturers of these products. A listing of all known trade names.

A convenient guide indicating the various products advertised in this issue and the manufacturers' names. And, of course, the normal editorial content of a regular issue.

Field-specialized and kept completely up-to-date, our Directory Number for 21 years has been the accepted Buyers' Guide, the only authoritative reference work of its kind available to your prospects and customers.

What's in it for YOU? Again, plenty.

Here's an unmatched opportunity to keep your product story before potential buyers all year long. Throughout 1956 over

18,000 dog eared, well-thumbed copies will serve on your sales force.

At trifling cost, too. Regular space rates apply. This is not a 13th issue or an extra-cost number. It's the regular January issue. To capitalize most fully, plan now to present complete buying information. The increasing use of spreads, inserts, and multiple pages by other advertisers points the way to an advertising investment sure to pay off handsomely.

Reserve space now to assure the most favorable position, or write today for any additional information.

**KEENEY PUBLISHING** ... 6 N. Michigan, Chicago



AIR CONDITIONING HEADQUARTERS



NEW YORK: 1734 Grand Central Terminal CLEVELAND: 737 National City Bank Bldg. LOS ANGELES: 672 S. Lafayette Park Place



## WHO wants to know?

*And you can reach him best...in **TIME***

He is a man of decision . . . a man of countless *buying* decisions: decisions for his company . . . decisions for his family . . . decisions for his community.

Consequently there are many things he *has to know*. And so it follows naturally that he's a **TIME** regular . . . one of the 1,900,000 men of affairs who make time for **TIME** week after busy week.

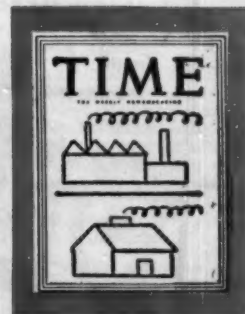
More than any other magazine, **TIME** commands the attention of people who do the major share of today's purchasing.

They read **TIME** page by page not only for the news of the world, but also for the news of industry's products and services. That's why it pays to be in **TIME** with your advertising. *In any event, you need **TIME**.*



**HE** wants to know...

Advertise to the TIME men...  
1,900,000 strong.  
Nobody's got them like TIME.



# WHO listener fights crime with radio!

**Gene and Shirley  
Tomaszewski —**

## WHO Salutes You!

*When this story went out over the wires of the nation's news services a week ago, it made each man and woman who heard it feel a little bit bigger, a little bit prouder, to know about the Tomaszewskis.*

*The heroism of these wonderful people should be of real inspiration to all of us. It's this kind of bravery, and this kind of people, that can always make the final difference in the war against crime and delinquency.*

*WHO, and all of Iowa, salute our solid-citizen neighbors — Gene and Shirley Tomaszewski, of Princeton, Illinois. We hope they're always in our audience, even when they go back home!*

*And just to make sure they will be, WHO is honored to present them with a new R.C.A.-IMPAC (the case has a 5 yr. warranty against breakage) portable radio to replace the set that Mrs. Tomaszewski used to such excellent effect on the head of a thug.*

*In all the excitement, no one's really certain just what station the Tomaszewskis' old set was tuned to. But everyone agrees, it couldn't have made much greater impact even if it was tuned to WHO!*



**This Story used on 12:30 p. m.  
News—July 23, 1955**

An unusual story of bravery has been disclosed at Toledo, Iowa, this morning, in the aftermath of an attempted highway robbery, and the shooting of one of a pair of abductors.

The heroes of the story are Mr. and Mrs. Eugene Tomaszewski of Princeton, Illinois, both in their 20's and their story is this:

The couple had pulled their car off the highway west of Clarence, Iowa, late last night to rest from their driving. They were awakened by two men, armed with a 22-caliber target pistol, who ordered them into the back seat while they took over the front. The gunman, identified later as Ogden Denner of Chicago, held the pistol, while his companion, identified as Edward Lee Campbell of Natural Bridge, Virginia, drove.

The Tomaszewskis offered their abductors some of the food they had along for the trip, including some soft drinks. Then, hoping for a chance to use it later, the Illinois man hid a soft drink inside one of his socks.

As the car approached Toledo, Iowa, the highwaymen said they were getting sleepy . . . by then it was nearly six o'clock this morning. They pulled off the highway, and apparently because of the Illinois couple's friendly attitude toward them, Denner put his pistol in his holster and both men settled down for a nap.

Tomaszewski took the pop-bottle-in-the-sock and hit Denner on the head, as his wife, simultaneously slugged Campbell with a portable radio, etc.

**Reprint  
from  
August 1  
Newspaper**

**WHO dial 1040**  
**50,000 watt Voice of the Middle West**

SALES MANAGEMENT

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RT 1.  
0-3Music in Air  
9-News  
4-Farm Facts

## COMMENT

### Saturation Point? Phooey!

Don't try to talk with Joseph B. Elliott, president, Schick, Incorporated, about market saturation.

Joe Elliott has just moved into a new plant in Lancaster, Pa., which he fully expects to be bursting its walls shortly—and he has the land next door on which to expand.

The other day Elliott, who left RCA as vice-president in charge of consumer products in 1954 to head Schick, pointed out that Sears, Roebuck & Co. is the best example of a merchandiser that never recognizes the saturation point in appliances. He said that when other retailers believed they had sold about as much as could be sold, Sears "caught the gravy, and not with branded items, but its own labels."

Elliott has some more salesmanship cut out for himself. He started as a phonograph salesman in 1935 for RCA, becoming sales manager of the radio, television and phonograph department in 1939. He left RCA in 1944 to join Schick as vice-president in charge of sales and advertising. He returned to RCA in 1945.

Now he is out to prove that the electric shaver industry can sell 4,500,000 shavers in 1955. The industry, in 1950, turned out 2,150,000 shavers.

Elliott's market is big: approximately 62% of the 50 million men in this country do not own an electric razor. And he is going after his prospects with mass promotion, using 50% more commercial time on TV than ever before, concentrating 18 full-color magazine pages in 90 days this fall, and offering 50-50 dealer advertising in newspapers, radio and TV.

We'll bet Joe Elliott catches some gravy and that it's brand name will be Schick!

### The Year of the Package

The year 1955 probably will go down in history as The Year of the Package.

Manufacturers of consumer products, vying for ever-dwindling shelf-space, have endeavored to put irresistible eye-appeal into each box, container and can. Industrial manufacturers have made unprecedented efforts to introduce new utility into product packages.

Package designers have had a field day; motivation researchers have sprouted and spouted as never before, interpreting the psychological effects of shape, design and color.

The public has cooperated magnificently, learning the new dress patterns of their favorite products and rushing to load their shopping baskets with new, convenience-packaged items.

Staid and conservative firms have allowed artists and typographers to tamper with their labels. Young and aggressive concerns have put big chunks of their promotion budgets into boxes and ribbons, bottles and jars, color and printing.

Traditionally progressive companies have had to progress a little

## Magnetic Tape in Business

By Paul Jansen  
Sales Manager



**HAVE A NEW PRODUCT?** The easiest and best way to introduce it to your sales force is with magnetic recording tape. Detailed explanations of new items, new features and improvements can be put on tape to be played to business groups all

over the country. Combine the tape recording with simple charts or illustrations, and you have a low-cost product introduction that's sure to spark selling enthusiasm.

**HAVING TROUBLE** getting your sales staff to make reports, answer correspondence, clean up clerical details? Let magnetic recording tape solve your problems. Most salesmen and traveling representatives hate to write—but they love to talk! Portable tape recorders and a supply of magnetic tape enable them to take care of detail work in spare hours with a minimum of effort. Tape captures every word with complete fidelity, never makes a mistake, never misses a word. Recordings are unbreakable and can be mailed any place in the world for just a few cents. Equally important—they can be used over and over again, just by re-recording on the same reel.

### A GOOD TELEPHONE TECHNIQUE

goes a long way toward making sales. That's why so many firms now use tape recordings of sample business conversations to point out areas where improvement is desirable . . . in diction, in grammar and in word choice. Salesmen record their voices, then listen to the playback results. With tape, recordings may be erased and the same tape used by another man.



**NO INTERRUPTIONS NECESSARY** now when you're recording conferences, sales meetings, presentations. Thanks to new "SCOTCH" Brand Extra Play Magnetic Tape 190, you can now tape record even lengthy material without break for reel changeover. With 50% more tape wound on each reel, new 190 Tape gives you half again as much recording time as standard tapes, plus strength to spare. Ask for a demonstration of this really remarkable magnetic tape at your dealer's today!



**I'D LIKE TO HEAR** your opinions of "SCOTCH" Brand Magnetic Recording Tapes. Try them in your office and send me your comments or suggestions. Just drop a card to this address: Business Division, Minnesota Mining and Manufacturing Company, 900 Fauquier Avenue, St. Paul 6, Minnesota.

The term "SCOTCH" and the plaid design are registered trademarks for Magnetic Tape made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 6, Minn. Export Sales Office: 99 Park Avenue, New York 16, N.Y.



## To give equipment sales a "Big Push" you need **CONSTRUCTION EQUIPMENT Magazine**

CONSTRUCTION EQUIPMENT serves your most important customers and prospects—the men who buy and use construction equipment and materials. In CONSTRUCTION EQUIPMENT you get the *best* coverage of these buying influences available in the fast-changing construction market! Here's why.

CONSTRUCTION EQUIPMENT readers are hand-picked as *identified buying influences* by over 1,200 field salesmen, representing 104 distributors of construction machinery, materials and supplies. Each of these

salesmen is a local market expert who knows the buying influences personally.

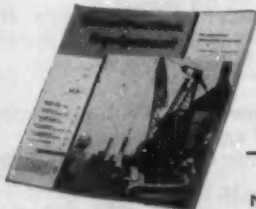
This is the unique Conover-Mast Franchise Circulation Method. It pays off for you in *inquiries* and *sales*. We can quote you examples by the dozens of advertisers who have given their products the big sales push in CONSTRUCTION EQUIPMENT.

Like to hear the whole story of what CONSTRUCTION EQUIPMENT can do for *your* sales? Write, wire or phone your CONSTRUCTION EQUIPMENT representative.

**The Equipment Application Magazine**



A CONOVER-MAST PUBLICATION



**Construction  
Equipment**

205 EAST 42nd STREET

NEW YORK 17, N. Y.

Offices: Chicago • Cleveland • Los Angeles • Washington

SALES MANAGEMENT

faster to keep ahead of the assaulting competition. Those concerns that chose to ignore the trend are beginning to pay the price.

The significance of all this package re-furbishing is now being spelled out at the nation's sales counters. Good, modern design in packaging is no longer a gimmick. It is no longer revolutionary. Almost faster than its meaning could be evaluated, attractive and functional packaging has become a must. It is being demanded by consumer and industrial buyers alike, and packages with a winning smile are able to laugh at drab-dressed products that once knew consumer loyalty.

## Some Unexpected Prospects

Once it was a relatively uncomplicated problem for the advertising sales manager of a newspaper, a business publication, television network, general magazine, or outdoor group to identify prospects. Most of his prospects were well-known for their marketing activities in a single field.

But how many people know the products of The Norbute Corp? This firm now owns Jackson & Church Co., producer of warm air heating equipment. But how many people know that Jackson & Church is just bringing out Calsi-Crete, a building block? Norbute also owns Metalab Equipment Co., that makes laboratory equipment and furniture. Now you won't be surprised to learn that Norbute has another division, Western Mining, which is in the uranium business.

Who would have expected the famous West Coast paper products firm of Crown Zellerbach Corp. to branch out into the plastics business? But it is doing that right now (See "Why Zellerbach Promotes Plywood," page 112).

If you are a sales executive for a business publication, have you considered that many a "consumer" product sales executive now finds himself learning about industrial markets? If you are a sales executive for a mass circulation medium, have you noticed how many "industrial" sales executives are purchasers of space and time for new consumer products? Everyone seems to be jumping into somebody else's backyard. Are you cultivating all of your products now?

## Your Victory, But They Fought It

The people with the largest stake, in terms of dollar sales, in the anti-telephone selling ordinance which had been scheduled to go into effect September 2 in Portland, Ore., apparently didn't lift a finger to get it killed.

The ordinance, passed by the city fathers on June 2, was killed, but not through the efforts of sales executives who sell to wholesalers, to retailers, and to factory consumers in Portland. It was killed by the protests of manufacturers who sell door-to-door, and by Portland retailers who solicit by telephone, moving merchandise sold to them by manufacturers.

True, it was only a local fight. True, there are fewer establishments for sales executives and salesmen to call in Portland than in New York or Chicago. True, it seemed hard to believe that it could have been illegal for anyone to make a sales call, without the recipient's permission, to Portland.

Portland City Commissioner Ordmond Bean, who sponsored the ordinance, said, "The ordinance probably generated more phone calls to City Hall in protest than it was designed to prevent." But the protests which won the victory for all of us were registered by nearly everyone except those with the biggest stake.

A new type of gift  
for that

**SPECIAL CUSTOMER**



Show your customer or business associate that you have his best interests at heart. The Niagara Executive Cushion will help him rest and relax, avoid tension and fatigue. With his "nerves" at rest he'll be a happier man and a healthier one, too.

The Niagara Cushion contains a new, patented cyclo-massage motor which is identical to that used in the massage equipment of top athletic teams, such as the Pitt Panthers, the Cardinals, and the Giants. Baseball's Monte Irvin used Niagara on his broken ankle. Top golfers like Snead, Middlecoff and Sarazen have Niagara to help them relax for a big day.

Now executives can alleviate the discomforts of the trying business day with Niagara. Daily use of this Executive Cushion will help increase circulation, soothe postural fatigue, and ease many of the aches and pains developed by a sedentary "office" life.

The Niagara Executive Cushion is new, different, practical, will last a lifetime, will be used every day, and will promote better health . . . what better qualifications could a gift have?

For full details and descriptive literature, write Niagara Mfg. & Distrib. Corp., Adamsville, Pa.



**NIAGARA MASSAGE  
Adamsville, Pa.**

In Canada: Monarch Massage, Ltd., Fort Erie, Ontario



## the other side of the selling penny



In the course of our work for clients we have learned a good deal about the *other side of the selling penny*.

The side most folks think of first is the SELLER'S side . . . with all its familiar problems of pricing, advertising, distributing, selling, servicing.

But the BUYER'S side of the penny is important, too. Here you see the *buyer's* problem of finding product information, studying, comparing, and finally selecting and talking to the two or three salesmen whose companies appear to have the product wanted, or to come closest to it.

These are the two sides of every penny spent to produce orders.

The point that intrigues us is that some manufacturers, who do a grand job on the *selling side*, ignore the few simple steps that speed sales by *helping buyers buy*. Steps like this:

*One client, by seeing to it that all important prospects in one market have adequate information about his process handy at all times, can now offer three courses of action in every advertisement, instead of one; now has a new sales approach for his salesmen; now automatically helps old customers get more out of the equipment he has sold them!*

There is a good chance that you, too, can put *both sides* of every selling penny to work, with telling results.

If you're interested, we'll be glad to tell you more about how other manufacturers do it.



### **The Schuyler Hopper Company**

12 East 41st Street, New York 17, New York LExington 2-3135

**"Ditch-Digging Advertising" that Sells by Helping People Buy**

REG. U. S. PAT. OFF.

# again BSN influences store traffic to build your sales



HERE'S how BUILDING SUPPLY NEWS continues to help its advertisers—by helping direct "do-it-yourself" traffic to lumber and building material dealers... dealers who handle your product. Read the page ad reproduced hereon. Note where BSN schedules its copy—to reach the world's largest concentration of home-owner handymen and do-it-yourself

hobbyists. This estimated 3,000,000 audience spends \$3 to \$5 billion annually for lumber and building materials, power tools and hand tools, wall coverings and floor coverings as well as lumber, building materials and hardware. And today, BSN's lumber and building material dealer-readers get the bulk of this business. Ask us to tell you *why and how!* No obligation!

Shop at your neighborhood  
**LUMBER and BUILDING  
MATERIAL DEALER**



your one best,  
one-stop source

## FOR ALL HOME-MAINTENANCE AND HOBBY-CRAFT NEEDS

Do-it-yourself craftsmen and hobbyists enjoy a dual advantage when they buy tools, materials and accessories from their neighborhood lumber and building material dealer.

Here you get the same top quality tools and materials the professional builder buys. Here you can get the same dependable advice as to materials and their use and application that the professional builder gets... advice that saves time and money.

There are more than 20,000 lumber and building material dealers in big city, small town, your town... all over America. Many of them are supermarkets, handling the best in everything from hand and power tools and hardware to garden supplies and garden furniture... wall coverings and floor coverings... paint and painting supplies... as well as complete stocks of lumber and building materials.

BUILDING SUPPLY NEWS has served these lumber and building material dealers for 38 years, since 1917... helping them to help you.



## TO SERVE YOU BETTER... BUILDING MATERIAL DEALERS STOCK SUCH PRODUCTS AS:

- Insulating Materials
- Rubber, Asphalt Tile & Linoleum
- Wall Paneling & Ceiling Materials
- Windows & Doors
- Lumber, Plywood & Wallboard
- Paint & Painting Supplies
- Garages & Garage Doors
- Kitchens, Cabinets & Counter Tops
- Ventilating Fans
- Farm Building Plans & Materials
- Tools, Hand & Power
- Lawn & Garden Equipment
- Brick & Cement
- Fencing
- Glass
- Fireplace Units & Accessories

... practically everything you need for home building and home making, except food and clothing!



## BUILDING SUPPLY NEWS

...Always the **FIRST Dealer**  
Merchandising Publication



## BUILDING SUPPLY NEWS

5 South Wabash Avenue  
Chicago 3, Illinois



...always the **FIRST** dealer merchandising publication  
...always the **leader** in its industry

The  
New Yorker  
really  
gets  
around!



Where does a Californian learn about the latest Broadway shows? More than 40,000 do from their copies of The New Yorker—The New Yorker really gets around. In Beverly Hills\* as in Bronxville, The New Yorker acts as arbiter of Manhattan—Broadway and Fifth Avenue both—for New York-minded people. It sells the people other people follow.

\*In fact, more people subscribe to The New Yorker in Beverly Hills than in Bronxville.



THE  
NEW YORKER

## WESTINGHOUSE NIXES FAIR TRADE

There are many guesses going the rounds about why Westinghouse abandoned the practice of fixing retail prices on its electric housewares and bed-covering items. Some say that Westinghouse's prices couldn't stand up under the intense competition, others that the company found the cost of policing too expensive.

Ralph Hendershot, financial editor of the *New York World Telegram and Sun*, says, "We have a feeling that this break had very little to do with the principle itself. Our observations suggest that the big manufacturers are turning out items so rapidly that they are unable to service them to the satisfaction of the customers. Consequently, customers saw little point in paying the higher prices demanded by the so-called recognized dealers."

We doubt that—very much. We feel that the opposite is true. Consumers find that most of today's products are relatively foolproof and bug-free. Feeling that way, they're inclined to buy service on an a la carte basis, as needed, and they resent having it built into the price structure. Isn't it possible, also, that consumers resent other "built-in" allowances for services they may not want? Discount houses capitalize on that.

It reminds us of the experience a few years back of an army buddy of our son who wanted a certain tape recorder. At the "legitimate" stores the price was \$225. At the discount house it was \$155—but the store had no service department. The reaction of the young man, we think, was typical of millions who see big price variations like this. He said, "For \$70 I can buy myself a hell of a lot of service if I need it."

Westinghouse will continue to have suggested retail prices and this, from the point of view of the discount house, is probably as effective as a non-enforceable fair-trade price. The discount house must have a price from which to offer a discount. Without it, how can there be price cutting?

What Westinghouse's new plan does offer the regular merchant is a flexible pricing policy based on the retailer's methods of doing business and his costs. If he does offer such plusses as credit, delivery and a service department, he can probably get the suggested retail price. . . . But if he doesn't offer such services, there is no built-in fixed price which makes it necessary for him to charge for nonexistent service.

## IS EXPERIENCE OVERRATED?

We were favorably impressed by a talk made by Edward Walther, partner of Management Development Associates, before a group of New Jersey purchasing agents.

Drawing on findings from his firm's consultant work he said, "Industry's uncritical acceptance of experience as a good teacher has costly and tragic consequences. Eighty percent of today's executives do not know how to get the most out of their experience. Neither do they know when experience is not a useful guide. The blunders made by men who assume they *know* what's right because they have 'experience' have damaged their firms and hurt their careers more frequently than is realized by the average executive. . . . Experience can be a trap as well as a teacher. It can make individuals self-satisfied and blind to the significance of change. New developments, seen through the lenses of experience, frequently are either grossly misinterpreted or their significance is missed entirely."

Walther went on to say that in a recent survey conducted by his firm, management personnel who had less than five years of experience were found in most instances to be more effective than men with 10 years of experience.

The man who feels that he has "arrived" is starting to skid.

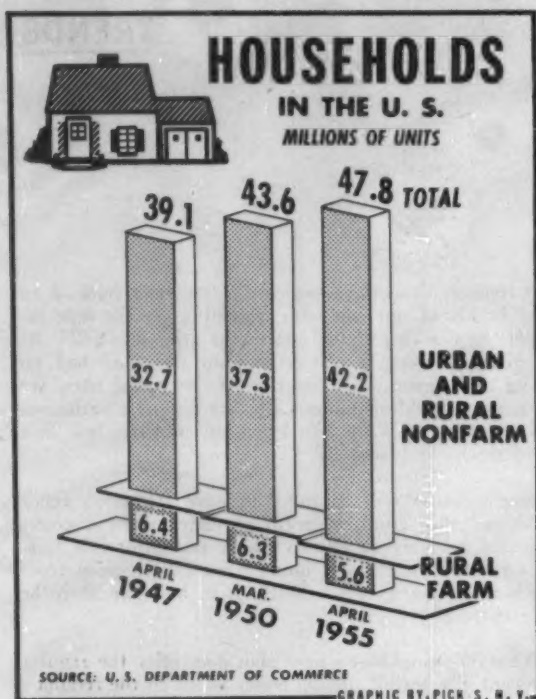
Years ago we used to hear much more than we do today the saying, "My business is different." That was used as an excuse for not buying business services or subscribing to good business magazines. While you don't hear that excuse very often, the woods are still filled with people who haven't grasped the fact that we live in a changing world where yesterday's patterns are never today's, nor today's tomorrow's.

## CAN THE BEST BE THE CHEAPEST?

In this day of "\$64,000 questions" there seems to be a tendency to spurn promotional and advertising ideas which do not have a fantastically high price tag. It's a sort of "superiority" complex.

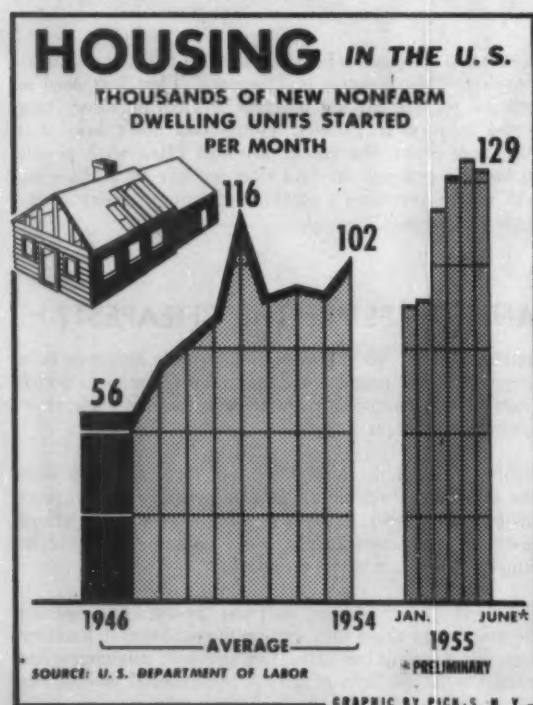
Probably about the least expensive form of advertising is the mimeographed handbills which your family grocer turns out every week. If he is in a big city, he can't afford to use the newspapers or the radio because he would be paying for too much waste circulation.

Pet Milk Co., St. Louis, isn't too "proud" to cooperate with grocers on these inexpensive flyers. Several hundred grocers are turning out attractive low-cost mimeographed handbills with the help of a new professional advertising service provided free by the milk company.



### MORE OWNER-OCCUPIERS

One of the most significant changes in our economy in the past several years has been the tremendous increase in both the number of homes built and the degree of home ownership. Reasons: upgrading of middle incomes; "undoubling" of families, with the youngsters leaving the in-laws; condemnation and tearing down of rickety or obsolete buildings.



The grocers obtain partially prepared mimeograph stencils accompanied by suggestions for full-page layouts. To complete the stencil, the grocer fills in his week's specials, store name, and address. The idea was devised by Pet in collaboration with the A. B. Dick Co. and is executed by the field salesmen.

### HOME OWNER TOTAL ZOOMS

The rate of increase in the number of owner-occupant families has been greater by far than that of all families since early 1948, and early this year 55% of all non-farm families owned their homes as compared with 49% in early 1948, according to the survey of consumer finances by the Federal Reserve System.

The number of home-owning families has increased from 18.6 million to 24.9 million, while the number of renters has risen from 16.9 to 18.2 million during this period. The number of mortgaged owner-occupied houses has increased from 8.7 million in early 1949 to 13.2 million.

These are encouraging statistics to marketing organizations that have products with home-owner appeal and therefore find the owner a much better prospect than the renter.

### WANT TO MAKE A BET?

The Government's new book, "County Business Patterns," shows taxable pay roll statistics for 1953, both states and counties. The data in these reports reflect covered employment under the Old Age and Survivors Insurance Program.

The study discloses the broad economic characteristics of all the states, showing the percentage breakdown of total taxable pay rolls in each of eight specific kinds of business.

Here's where the suggested bet comes in: There are 10 states where "manufacturing" represents 55% or more of taxable pay rolls. Can you name at least five of these states? See bottom of the page for the answers.

### SIGNIFICANT SHORT

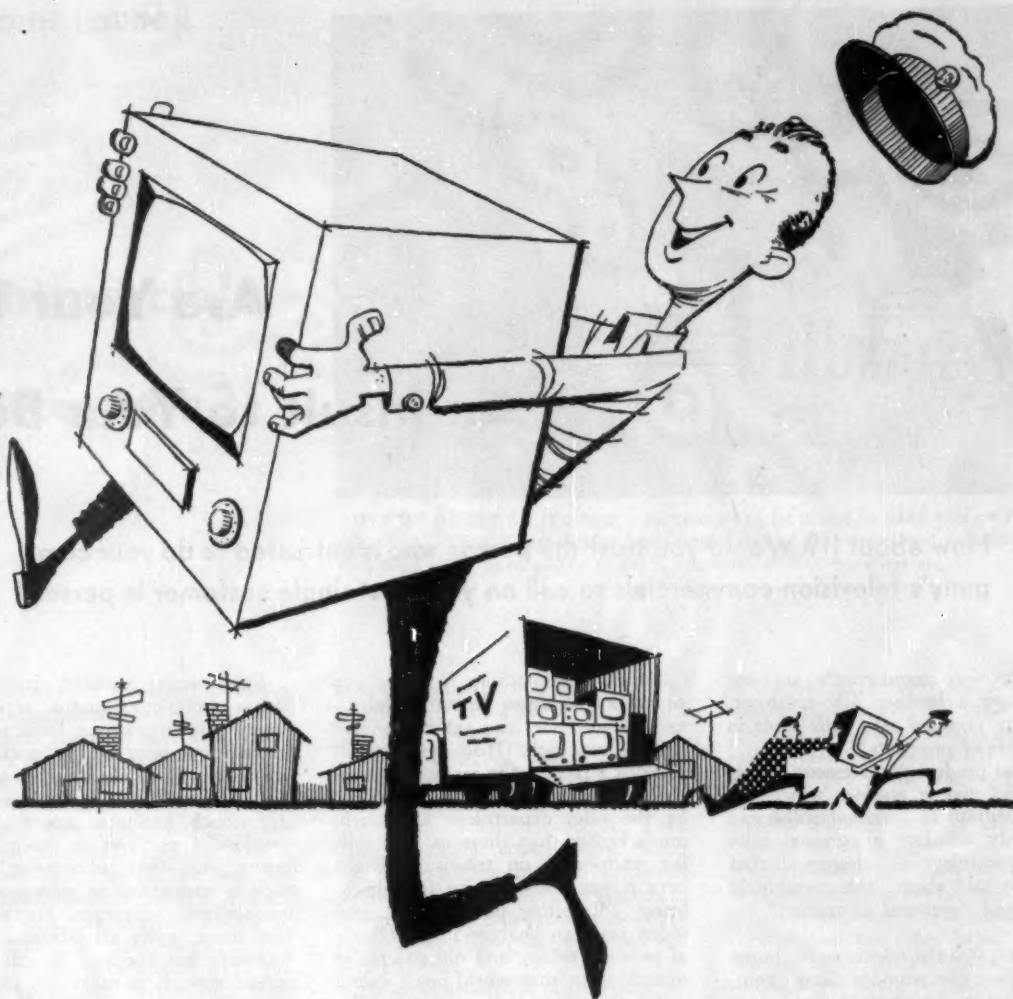
The *American Salesman* is a new publication out this month, published by Michael Gore and edited by Dr. Frank Kingdon at 49 West 57th Street, New York. It's a 96-page affair, pocket size, sells for 50 cents a copy or \$5 a year. It's worth looking into as a possible monthly organ of education and information for your salesmen.

**PHILIP SALISBURY**  
Editor

The 10 states where manufacturing employment accounts for 55% or more of taxable pay rolls are, in order, Michigan, 64.97; Connecticut, 62.67; Indiana, 61.73; Ohio, 60.44; New Hampshire, 59.75; Wisconsin, 58.96; Delaware, 58.75; Rhode Island, 58.32; New Jersey, 57.25; Maine, 55.66. You expected to find states like New York, Illinois, Pennsylvania and Massachusetts, didn't you?

THE TEN STATES

SALES MANAGEMENT



**TV is jumping ... in Iowa!**

## THE DES MOINES REGISTER AND TRIBUNE

An "A" schedule newspaper in an "A-1" market!

Gardner Cowles, President

### REPRESENTED BY

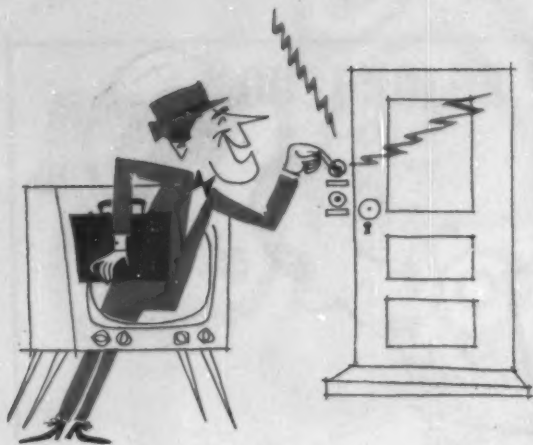
Scolaro, Meeker & Scott—New York, Chicago, Detroit, Philadelphia  
Doyle & Hawley—Los Angeles and San Francisco

Television set ownership jumped from 37.7% in '53 to 59.3% in '54, our latest BRAND INVENTORY\* shows. The study also shows the 1,310,000 alert Sunday Register readers on farms, cities and towns all over big-buying Iowa are buying more of everything from personal deodorants to motor cars.

For example, in the 1953-54 period, canned chicken use went from 9.9 to 12.7%...electric razors from 40.1 to 48.4%...food freezers from 16.9 to 20.1%—and these are typical figures.

So it's smart merchandising to get *your* sales story across to this dynamic market in the Iowa newspaper with the more-than-500,000 circulation...the one medium that covers the entire state... THE DES MOINES SUNDAY REGISTER.

\*Where do *you* stand with what you sell? Find out in your copy of our latest Brand Inventory—an accurate "brands named" factual check of family buying trends. Write on your company letterhead.



## Are Your TV An Insult to Your Best

How about it? Would you trust the person who is entrusted to do your company's television commercials to call on your best single customer in person?

"Television commercials are *not* ads," says a leading TV producer. "They're *personal sales calls* made in the homes of prospects!"

If that producer's statement sounds academic, give it another whirl. No other medium of communication can so closely simulate a personal sales call as can television—despite all that has been said about "salesmanship in print" and "personal persuasion" via radio.

In fact, it is the television pitchman and no one else who has almost completely taken the place of yesterday's legions of door-to-door salesmen. The resemblance is so close that it might even be wondered why television salesmen, like the doorbell pushers of yore, do not come directly under the sales manager instead of the advertising department! Perhaps it's just one more freak of electronic evolution, but the consequences are well worth contemplating.

It used to be that the house-to-house man was known as an "outside man." Today he's the most "inside" guy in the business. Persons who don't even know the name of your firm's president know the whole life history of your least consequential television performer! And . . . among those persons are your *best* customers (including your single best prospect—the type who may be just waiting for you to coax him out of a million-dollar order).

Also, of all your salesmen, the one you put before the TV audience is the one who sees your best prospects most often—sometimes daily.

So what? So nothing, if you happen to be one of those fortunate advertisers whose television salesmanship is beyond reproach. However, it still remains a fact that in many businesses the standards set for personal selling by the sales department are much, much higher than those used by selling performers on television. Right here is your opportunity to help to bring TV selling up to grade, provided you can analyze it objectively as personal selling and not strictly as something in that world apart called "advertising," or still more remotely, "showmanship."

Mostly we can concentrate on TV personalities: announcers, actors and the givers of testimonials. Still, let us not lose sight of cartoon commercials, film spots and other contrivances which, too, play the role of "salesman" on TV. Whatever outward form the television sales presentation takes, the most common faults are almost *too* common to rate mention.

### Who's John Loudon?

He's nobody, but he is "somebody." More simply, John Loudon is the author's pen-name. Actually, he is an executive with one of the big advertising agencies, whose position and experience in using TV lend authority to the opinions expressed in this article.

Pompousness, inflated claims, irritation technique, undue repetition, ersatz sincerity, phony logic and the patronizing pat on the pocketbook are just a few of the breaches of good selling technique we can observe on TV. Such nuisances are too often overlooked as "just so much huckstering" in other advertising media such as radio, but in television they become real videorges. Fortunately, they don't typify all television salesmanship, but the evil is still widespread enough to make the job of a critic like John Crosby a lead-pipe cinch.

The surprising thing is that few TV commercials are even half as bizarre as the more notorious radio jingles—or as brassy as some of the cigarette and toothpaste ads in print. It's just that ordinary violations of good taste (or good logic, if you will) appear more flagrant when dumped into our living rooms by way of TV.

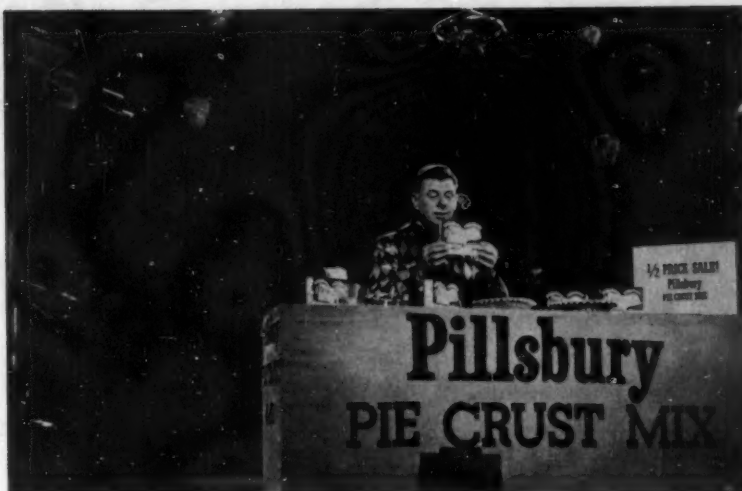
An obvious reason is the *personal* nature of television selling. "Mass advertising" approaches won't work. If an advertiser is going to think of his TV audience as any kind of a mass, he'd better remember that this is an atomic-age medium and the mass is a *critical* one!

TV is so direct, so personal, so thoroughly penetrating that even the slickest of old tricks seems pretty weird in electronic perspective. What used to pass for mere commercial irritation in radio now comes through on TV as a solid kick in the head.

Shall we demonstrate?

Suppose a salesman comes to your

## Commercials Customers?



ARTHUR GODFREY is a man a company can be proud to have call on its best customer. That is, when he's behaving. He's a great personal salesman, but he's frequently been guilty of gross commercial insubordination.

home, knocks on the door, pushes a pack of cigarettes into your face and then starts bragging in a loud voice, "L&M's got *ev-er-y-thing!* It's America's *best* filter-tip cigarette!" You gonna believe him? Huh? This type of selling gets even funnier if the pitchman happens to find the door is open and you're in the kitchen. He just shouts louder. That's a fact. Ever noticed how, on some programs, the commercial gets triple forte? That's so you won't miss it if you happen to be out in the back yard testing a bomb shelter.

If you supervised a door-to-door crew, how long would a shouting salesman last?

Of course, some television "salesmen" are comedians by profession. Their comedy roles call for them to be perfect jerks and they often don't bother to step out of character when it's time to deliver the commercial.

Then there are the characters who are *always* out of character. That is, they're out of character with the products they sell. You wouldn't send a brush salesman into a workingclass neighborhood wearing a tuxedo and driving a Cadillac—yet how often we see workaday products pitched by real dudes and glossy pitchwomen on TV!

Talk about silly sales approaches—did you ever take in the commercial for Nestle's Quik in which an eight-year-old boy looks right at you and says the stuff has "that rich, smooth chocolatey goodness?" That's what the kid said, honest! Possibly the script was written for Dan Seymour and the lad got it by mistake. At any

rate, it wasn't the first time TV promoters have sent a boy to do a man's job.

No medium, of course, is better for convincing demonstrations than TV. Still, some advertisers even miss this point. They overdo it. Take Coral Stone, a natural stone facing for houses: One night a pitchman ceremoniously applied a blowtorch to this genuine rock to prove it wouldn't burn. That's like proving there's salt in the ocean!

By comparison, perhaps you'll remember Garroway's almost classical demonstrations of Pontiac cars some time back. Dave Garroway knows, and loves, cars. He's convincing about cars. In those famous Pontiac commercials, he talked about the weight

of the steel in the body and about new engine refinements. But this wasn't just "factory talk." Dave got right inside that car, practically took it apart in the living room. He was sharing a real knowledge of product and his audience was flattered to be "talked up to."

Garroway's approach to Pontiac was serious, even heavy, but a car is a *serious* purchase. Light-handed commercials, on the other hand, do best for less important purchases. For example, what could be more appropriate than the Disneyland commercial for Peter Pan Peanut Butter in which Tinker Bell flutters in to twirl off (and demonstrate) the new screw cap on the Peter Pan jar?

On "This is Your Life," a recent Hazel Bishop commercial heralded a new shade, Rose Red—"A new shade of red to go with dark clothes." Here's real selling—a lipstick to match the clothes, not the person. And so easy, so offhand! No scientists. No movie stars. Just an Idea, effectively expressed—in simple good taste, too.

This points up something TV salesmen and other salesmen have in common: The size of the salesman's expense account doesn't always determine how well he sells. Some of the most expensive TV commercials are the poorest. Take the recent Hudson car commercial which begins with two ballet dancers in a lavish setting. Theme is "beauty in motion," but when we finally get to see the merchandise, the cars are sitting still! The sell then turns to nuts and bolts and ends with mere words, "Amer-

### What's Good or Bad About the TV Commercials for:

L & M cigarettes?  
Nestle's Quik?  
Pontiac cars?  
Hazel Bishop cosmetics?  
Piel's beer?  
Hudson cars?  
Phillips motor oil?  
Westinghouse washers?  
Ford cars?  
Carter's liver pills?

The answers will make you think. (See story.)

ican Motors means more for Americans."

Or how about that expensively animated spot for Piel's Beer that dramatizes a man's craving for relaxation (a commodity that comes in both cans and bottles). The cartoon man leaves a noisy factory, fights his way home on a bus, jostles crowds. Boy! Does he need relaxation! However, when our hero finally battles his way into the refrigerator, there's no pay-off on relaxation. Instead we get a harangue that goes, "Dry as a beer can be." That's about as dry as a commercial can be, too!

And what about those purely unabsorbable commercials like the one that goes, "Radioactive tests prove that Phillips 66 Trop-Artic Motor Oil etc.?" Or that new Ford accessory called "torque?"

Would you let your salesman talk like that even if your best customers weren't listening?

Regardless of the other costs of TV, the most precious advertising commodity is still believability. We just don't expect nice girls like Betty Furness to talk about the "new power-packed drive" in a Westinghouse washer. Nor do we quite feel cozy with a certain brunette out in Chicago who pitches greasy old used cars.

We'd also like to know who the "Five New York doctors" are who have proved all those things about Carter's Little Liver Pills. Fact is, though, they probably prove a lot more than the glamor girls who give testimonials for scouring pads and vacuum cleaners. It's like sending Jane Russell out to sell falsies. You have to have the right salesperson for the product.

Television, of course, is still the "magic medium." It can, and does, break the old rules of selling quite often—and quite successfully. That still doesn't mean there can't be any rules. Even the most conservative old-line advertisers (like Heinz) are often willing to get gay on television and that's all right, too. But TV advertisers must beware of getting an Icarus complex. For a million bucks you can buy wings—but you still can't fly too close to the sun!

But suppose, now, that you *do* find a television salesman you could be proud to have call on your best customer—a man like Arthur Godfrey, for example. That is, when he's behaving. Godfrey is a great personal salesman, no doubt about it, but he has, on too many occasions, also been guilty of gross commercial insubordination. Godfrey or no Godfrey, it's always healthy to remember that the sponsor is still the boss. You can make an exception of Godfrey if you like,

but it is well to remember that the plug-busting prerogative Mr. Godfrey has taken for himself has also been seized upon by legions of lesser "Godfrey's." Some of the results are gruesome. It's getting so that every local cooking school "star" thinks he or she should have the absolute last word about commercials. Too many advertisers are losing control over what is said about their products on the air. What the ad lib TV performers seem to forget is that it took years of hard-slugging, well-planned, word-for-word copy and product-demonstration planning to get those products to the point where they

could afford television! How many of today's TV performers have created the *basic* success of a product? Don't let the glamor of show business blind your sales sight.

Perhaps too much has been said about performers and announcers and too little about the new picture medium itself. If so, it was intentional—and simply because these performers are continually getting in the way of the picture. In fact, they often obscure the picture entirely—with words, mannerisms and theatricalisms. Let's explain.

TV is basically a *visual* medium.

(continued on page 141)

## 'Snake-Oil' Salesmen Roll Only 'Snake-Eyes'

"The charcoal-gray uniformed Madison Ave. irregulars whose battle-cry in the war of commercials seems to be 'The Public Be Deafened' might find themselves selling a lot more toothpaste and soap if they had sense enough to resist a commercial-type pitch dating back to the snake-oil, medicine-man era of salesmanship." That's the opinion of Sid Shalit, radio and TV columnist of the New York News.

"It's a mystery," says Shalit, "how some Ivy Leaguers, who wouldn't buy a pink shirt from a haberdasher who sold above a whisper, go berserk when given a commercial to play with, assuming the rest of the world will buy only if bullied and beaten over the head.

"Do they figure us peasants don't understand any other approach? Then let them beware! Peasants have revolted in the past with far less provocation.

"Ancient theories of high-pressure salesmanship result in high blood pressure among viewers. In the words of unhappy dice-shooters, the snake-oil boys are beginning to roll 'snake eyes.' If you haven't been initiated into the mysteries of craps, 'snake eyes' means you're a loser. This is easily confirmed by a study of TV's and radio's most successful salesmen and ladies.

"The most effective TV salespeople are such exponents of the non-aggressive, non-high-pressure approach as Garry Moore, Ed Sullivan, George Gobel, Betty Furness and Bess Myerson. This is sharp contrast to the driving self-emphasis of such as Ralph Edwards and Bert Parks.

"Maybe it's no coincidence," Shalit adds, "that none of the sharp-tongued 'satirists'—Steve Allen, Henry Morgan or Ernie Kovacs—were able to dent the ratings of the late-hour movies. Yet Jerry Lester, who always showed a grinning, affable front, was able to dominate the identical time slot when he had it.

"The results in radio, where the salesman's approach is all-important, with no dancing cigarettes to take the pressure off his inflections, indicate the same trend in audience preference of the straightforward to the straight-jacket."

# Why Cutter Has No Comeback Problem

Cutter Laboratories has amazingly few pieces to pick up as a result of the ordeal it has been through since April 26, when its Salk polio vaccine was withdrawn from the market.

"Officially," Cutter has just been absolved from blame in marketing polio vaccine, some of which turned out to contain live virus. The so-called official finding was rendered by the United States Public Health Service, which found itself in the role of judge, jury, prosecutor, and in the eyes of some, a defendant.

Vindication by the Government, which issues the polio vaccine licenses, finds Cutter with far less of a comeback problem than expected. This is mainly due to the understanding and loyalty of the medical and allied professions.

"We never lost their confidence," says Dr. R. K. Cutter, president and son of the founder of the 58-year-old Berkeley, Cal., laboratory that now makes 350 products and employs 1,097 persons. "Medical men stayed right with us. The more unjust the assumptions against us, it seemed, and the more it was piled on us, the more indignant were the professional people we serve. There were times when we were flooded with calls from doctors, pharmacists, hospital administrators, affirming their faith in us."

For example, at the height of the furor, competitors showed their opinion of "Dr. Bob." They elected him president of the American Pharmaceutical Manufacturers Association. When Cutter's case was darkest, the California Pharmaceutical Association passed a resolution of confidence in Cutter.

"Many of you have asked," wrote Dr. Cutter to doctors, "How can I

help? The greatest help would be if you urge your hospital administrator not to lose his confidence in us. He is in a tough spot. Most of his patients are people who have known Cutter only through the lambasting we have taken."

Further, "Many of you have asked," wrote Cutter, "why do you take this, why don't you fight? We learned very early in this episode that whatever we said in our defense was looked upon as an attempt to white-wash our vaccine."

"You know what the public doesn't know. Perhaps . . . you do not know . . . Cutter [hog cholera vaccine] . . . is the only virus vaccine . . . grown, as is the Salk vaccine, on living tissue cell cultures."

Cutter plans no unusual steps to change public doubt. Dr. Cutter points out, "If we had two billion dollars to spend, we could not go to the public with any advertising which would counteract it. The headlines we have had since vindication have done as much as could be done. You can't buy stuff like that."

Cutter's vice-president in charge of finance and marketing, H. R. Lange, says, "Our domestic trade sales on all products continue to show gains, a tribute not only to our detail men, but to the magnificent loyalty of doctors, veterinarians, pharmacists, and hospital personnel."

Investors appear to be overcoming their fear that Cutter's misfortune spelled hard times and a sharp cut in 1954 sales of \$15 million. The bid price of Cutter stock (over-the-counter) on April 25, the day before the polio vaccine recall, was \$13.25 per share. It fell to a low of \$8.75 on June 10, and was \$10.50 on Sept. 14.

Cutter reaffirms that "we certainly will honor the offer made to stockholders prior to the vaccine recall . . ." to provide Cutter vaccine. "However," says Cutter, "the age priority system agreed upon by the medical profession, Government, and industry will be the basis of delivery of Cutter vaccine to shareholders' physicians."

No cases of polio have been reported among the 465 children of Cutter employees inoculated with two shots of Cutter vaccine. Cutter officials point out that "it must be remembered that Cutter's poliomyelitis vaccine was the first to be distributed in the American market, and the first to be injected. Cutter vaccine was used four or five days before that of any other manufacturer, and in areas that have been historically high in polio incidence."

Dr. Cutter told his stockholders February 7: "Around the middle of the year you are either going to look upon this decision [to produce polio vaccine] as being very dumb or very smart, depending upon how poliomyelitis vaccine turns out."

His wry comment on decision-making and risk-taking was followed by some self-joshing: "In getting into polio vaccine, we got into barrels of monkey business. The vaccine can be tested only on monkeys . . . one wag has suggested that we change our name to Cutter Zoological Garden—which you will recognize is just so much more monkey business. But then a bit of monkey business mixed judiciously with regular business makes regular business better business."

And when you're pinned on the rack of public opinion it helps if you've put lots of customer good will in your bank.

The End

## DEL MONTE: "It's Our Policy to Switch Mediums"

Between Sept. 30 and Oct. 31, you can tune in your television on the Del Monte Round Up.

This is the first year in which Del Monte has been in television. It marks recognition by California Packing Corp., San Francisco, that the number of TV sets in use nationally places television in a position comparable with other mass media, according to Everett M. Runyon, advertising and promotion manager.

Calpak's participations are on three National Broadcasting System shows: "Today" with Dave Garroway, "Home" with Arlene Francis, and

"Tonight" with Steve Allen.

TV can't take this new-won business for granted.

Runyon points out, "It has long been our policy to switch from one medium to another in the Round Up drives."

In previous roundups over 38 years, the Del Monte brand has been promoted heavily in radio, newspapers, magazines, Sunday supplements, and outdoor.

The backbone of Calpak's current advertising program (the ad budget runs from March 1) is two score national magazines. TV ranks next

in importance, along with outdoor, on a national scale. Supplementary media this year are newspapers, radio and transit. Retailers will be supplied with point-of-purchase posters for the Del Monte Round Up.

Calpak's advertising expenditures, never revealed in detail in advance, are somewhat larger this year than last year when Publishers Information Bureau estimated Calpak's general magazine spending at \$2,047,204 and newspaper supplements at \$302,935. Newspaper purchases, reported by Media Records, Inc., were \$463,732.

The End

## Another Johnson Markets for J & J



Ever since 1886, when Johnson & Johnson, the New Brunswick, N. J., manufacturers of surgical dressings, baby and allied products, was founded by R. W. Johnson, there's been an R. W. Johnson there to make the wheels go around. Now another R. W.—the son of the firm's board chairman—has taken over the vital area of marketing. He's 35-year-old Robert W., Jr., and his new post is v-p of marketing, which places him in charge of field sales, merchandising and advertising activities for the company. A serious-minded young man who appears more mature than his years, he's had a background which suits him admirably for this key job: Prior to his war service (Army) he spent two years in manufacturing roles. When he came home in '46 he worked again in jobs which would give him the rounded background he needed. Later he transferred to an affiliated company, Ethicon, Inc. There he rose to v-p of manufacturing. Then in '50 he transferred again, this time to another affiliate, Personal Products Corp. Here he was v-p of merchandising and advertising. Like his family, he's a civic-minded man: A Protestant, he serves on a hospital board, has helped raise money for a Jewish Community Center. He and his wife have four children, live in Princeton, N. J.

## Celanese's Textile Division: It's Girding for the Sales Battle

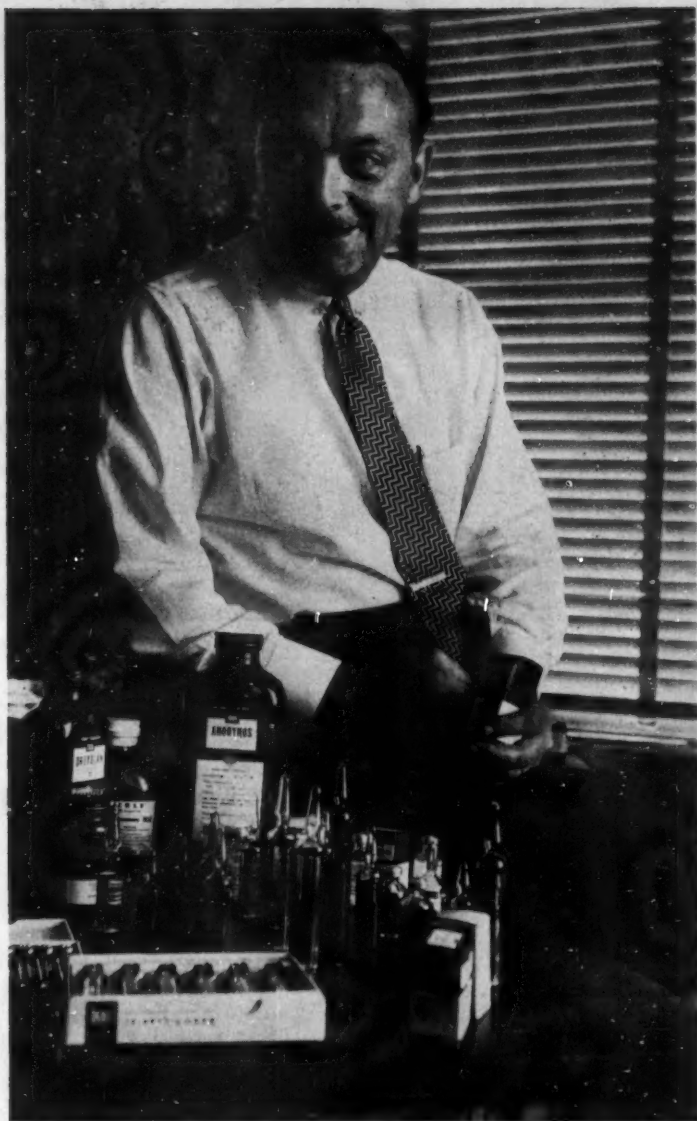
Biggest current news in the textile field is the recent move by Celanese Corporation of America to consolidate all sales, merchandising and related functions into one completely integrated Marketing Department: At its head, a dark, intense 37-year-old Harvard graduate, John W. Brooks, who went from college to Sears, Roebuck, sold on the floor to gain merchandising and sales experience. . . . Celanese has made its decision to gather all sales and merchandising functions for the Textile Division into one coordinated operation as a means of providing better service to customers on current products, to more effectively develop and introduce new products. By so doing it will be able to provide uninterrupted flow in customer contact from early stages of development of new products to the promotion of the finished product designed for the ultimate customer. Brooks has a career pattern cut and tailored for the job: Until the first of the year he'd been v-p and general sales manager of Spring Mills. Early this year he joined Celanese as general merchandising manager. His headquarters will be in Charlotte, N. C.



GUY GILLETTE

## THEY'RE IN THE NEWS

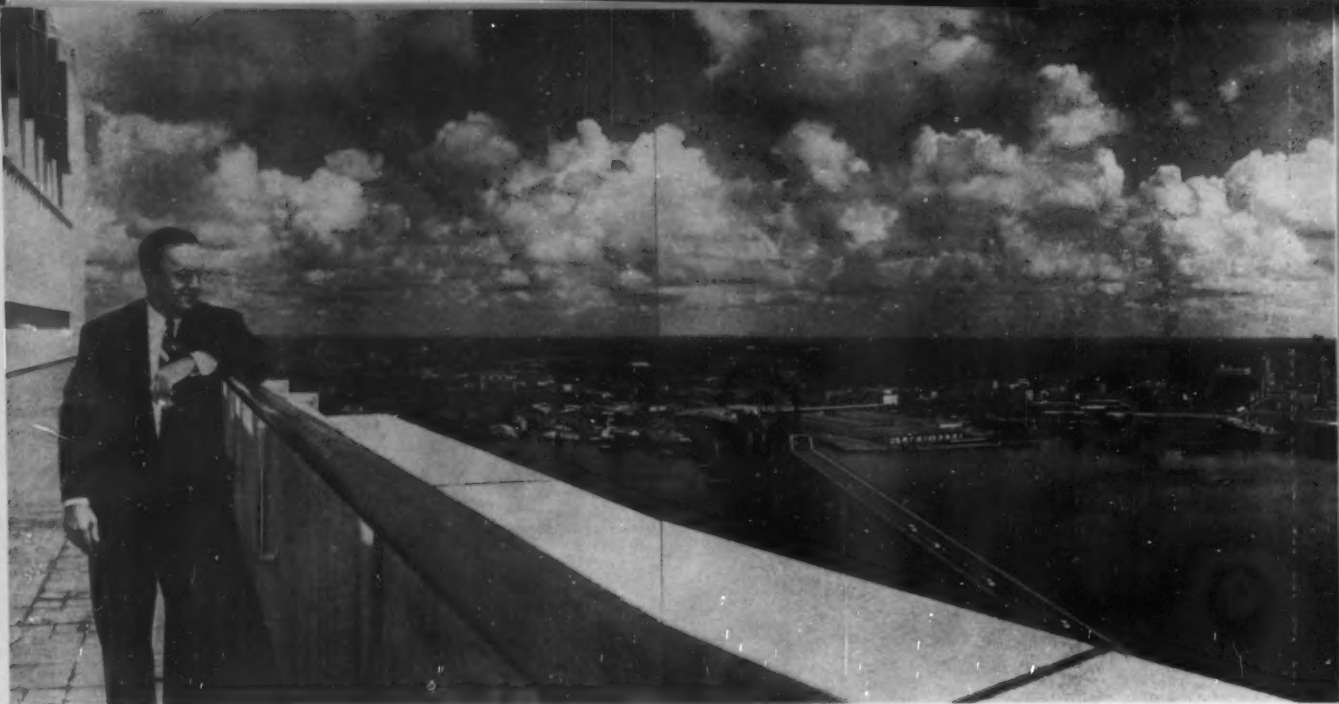
BY HARRY WOODWARD



GUY GILLETTE

### ...Now Who Needles the President

"You might say I'm a frustrated physician" says Frederick O. S. Spencer new president of George A. Breon & Co., New York City pharmaceutical manufacturer. Breon, a subsidiary of Sterling Drug Inc., specializes in the manufacture of office pharmaceuticals. This being so, it's logical that he began his sales career selling to doctors. His whole career is bound up in pharmaceutical injectables and oral medicines. But, for a time, the now 40-year old Spencer (who thinks the O. S. part of his name had better hide behind bare initials) thought he might have a career as a clinical chemistry instructor. He tried a year of it at the Gradwohl School of Laboratory Technique. But this man, who rose from salesman to v-p in charge of sales, was young and had itching feet. He served a hitch in the Navy, worked the wanderlust out of his system. When he was discharged, he decided to be a drug salesman. He sold himself to Winthrop-Stearns, Inc., a major pharmaceutical manufacturer. He was with them three years, then came the war and the Navy again. Afterwards, he was special representative for Winthrop-Stearns in Detroit, and, when he transferred to Breon's in '52, he was manager of retail sales for Winthrop-Stearns in New York City. He is gifted with a sense of humor which caused one of Breon's officers to say that "Fred is a needler—in every sense of the word." The Spencers—they have a 17-year old daughter, Gail—live in Bronxville, N. Y., where he is noted for his Hi-Fi addiction. "Dorothy, my wife," he says with a twinkle, "doesn't like brass, I have to use earphones."



## A "New" Prudential Takes Command For Greater Growth in Dixieland

BY LAWRENCE M. HUGHES • Feature Editor

Charlie Campbell stands atop Jacksonville's newest and tallest skyscraper and looks across the St. John's river into 10 states, from Key West to Toledo.

This feat stems less from clear Florida air than from collective vision and organizing and rebirth pains. For Campbell and his 6,000 people have been called on, not only to look over 441,000 square miles of area, but to look *after* the life-and-health insurance and financial needs of all-possible among the 35 million people in a new-formed part of the U.S. known as SCHOLand.

The 22 stories under him have been framed from such materials as Alabama limestone, North Carolina pink granite and Georgia marble to form a symbol and to house a nerve center of this broad, busy domain.

SCHO stands for South-Central Home Office. As such it is a "branch" of the Prudential Insurance Company of America—whose corporate policies are set and \$12 billions of assets carefully counted by a board of directors and a president in a gray complex of buildings way up in Newark, N. J. But in this latest step toward

Prudential's decentralization, young SCHO stands strongly (and a bit brashly) on its own.

In May President Carrol M. Shanks went down to see a ribbon cut and 10 state flags presented in the palmy, air-conditioned lobby, and as much as told V-P Charles W. Campbell to "take it away!"

By then SCHO already was a going concern. In size SCHO alone ranks in the top 10 among all 793 legal reserve life insurance companies in the country. Yet although SCHOLand's 10 states embrace 20% of U.S. population and 18% of U.S. income (and Prudential has invested \$1.6 billion in their homes, farms and businesses), the company's insurance in force in SCHOLand is only 13.5% of its U.S.-Canada total.

Even so SCHO starts with a nice nucleus of four million families who hold some \$6 billion in Prudential policies in these "south central" states of Alabama, Florida, Georgia, Kentucky, North Carolina, South Carolina, Tennessee, Virginia—and Ohio and West Virginia.

In deference to O. and W. Va. the Confederate flag does *not* adorn

SCHO's lobby. At sales meetings the singing of "Dixie" is restrained. But these two states were included to give SCHO a fairer share of Prudential's present pie. In the process this fast-growing area may give SCHO a larger share of the national potential.

Carrol Shanks is a mild-mannered man, seldom caught saying such words as colossal or tremendous. But when he became Prudential's president in 1947, he thought the thing had grown too large for one man—even with the aid of scores of veepees, at Newark—to supervise, from Newark. Prudential had 1,300 offices and 46,000 employees, of whom 11,000 were in Newark. It had a sales force of 20,000.

And although momentum, gathering since 1875, had made this the third largest of all corporations (after Metropolitan Life and American Telephone), Prudential in 1946 did a mere 13.4% of all life insurance sold!

So-o Shanks persuaded the board to decentralize the operation . . . on the theory that largely-separate and regionalized and responsive and responsible parts might add up to a



**PRUDENTIAL'S CHARLIE CAMPBELL** surveys 10-state "SCHOLand," from Key West to Toledo, from vantage point on roof of . . .

"new" and more vigorous Prudential.

Through this program he visualized these benefits: improved relations with employes, policyholders, the public; improved investing opportunities; a "testing ground for new ideas and methods; friendly, constructive competition among the regional home offices;" improved administration, and executive development.

As Campbell expresses it: President Shanks recognized that "a major responsibility of a life insurance company is one of sales and service." But the company's "largeness and long lines of communication" made these duties increasingly hard to discharge. There was also the fear that size was inducing complacency. Prudential was overripe for "a big change."

In the last five years Prudential of Newark has also "become" Prudential of Los Angeles, Toronto, Houston, Jacksonville, and Minneapolis and late this year will become Prudential of Chicago.

An early progress report was made in SM, Jan. 15, 1952 ("Localized Management Pays Off for Prudential"). By then had been opened a Los Angeles home office, serving 11 far western states, and a Canadian head office, at Toronto. A Houston home office for seven southwestern states was being organized, and a "Mid-America" home office in Chicago was being planned.



**. . . SOUTH-CENTRAL HOME OFFICE.** This newest Jacksonville skyscraper serves as hq. and nerve-center for sales, service and investments for 10-state area. Prudential is opening another home office in Chicago.

This fall, with opening of the North Central home office in Minneapolis (covering the area from Michigan to the Dakotas and Nebraska) and Chicago's Mid-America office (for Illinois and Indiana), only New England and Middle Atlantic states will be served by Newark.

All the home offices are housed in impressive new buildings—each promoting Prudential in terms of regional progress. Within each area, nearly all sales, service and investment functions now are carried out. Some significance may attach to the fact that the v-p's directing all three home offices being opened in 1955—Orville E. Beal, Minneapolis; James E. Rutherford, Chicago, and C. W. Campbell—got there via the sales route.

Campbell has returned to his boyhood South. Starting as a Prudential agent in Columbus, Ga., in 1923, he was named in 1930 to manage the Jacksonville agency. Under him this office grew in area to include all Florida and part of Georgia, and in sales to rank first among all Prudential agencies.

After World War II military service Campbell was made manager of the agency for Northern New Jersey, at Newark. He built the agency's annual sales of ordinary life to \$30 million and group life to \$20 million—setting a record in that year for all agencies of all life companies.

### Campbell's Records

During the agency part of his career Charlie Campbell has been "associated" with the sale of \$500 million life insurance. When he left Jacksonville in 1945, his one agency was divided into four. When he left the Newark agency in 1952, it was turned into five. By then a score of management jobs in Prudential's headquarters and field forces were filled by Campbell-trained men. Campbell himself became a vice-president of Prudential.

Second v-p for SCHO is Ernest S. (Jack) Allsopp, who keeps a special eye on investments. Allsopp points out that "investments are a sales job, too. First-hand familiarity with the problems and opportunities of our area helps us, not only to invest more effectively, but to win a lot of new friends for Prudential." Investments, in fact, were a forerunner of company-wide decentralization. Jack Allsopp opened an office for that purpose in Lakeland, Fla., in 1929. With him there was O. Forrest McGill, who now manages SCHO's Mortgage Loan and Treasury Division. Like the agents and others who man



**PRUDENTIAL TAILORS PROMOTION** to the sales and investment needs and opportunities of each state and market in "SCHOLand."

(and "woman") SCHO, nearly all the "investors" are natives.

From the gleam in Shanks' eye to the live reality under Campbell, SCHO proved a large undertaking. (Just the moving of files and equipment was equivalent to transplanting, 1,000 miles, an outfit of the quite-colossal size of Mutual Life of N. Y.)

In July 1952 Prudential announced that there would be a home office for the Southeast. The next December a pilot operation for it was started . . . Meanwhile, business groups in several cities—including Atlanta, Birmingham, Charlotte and Jacksonville—were fighting vigorously for the home office.

One factor in Jacksonville's favor was that the company had twice as much insurance in force in Florida as in any other southern state. (Remember Campbell's sales-development work?) Also Florida was about to pass a regional home office law. This offered newcomers a 1% tax credit, saving Prudential \$200,000 a year—plus a substantial amount on the building.

In March 1953 the deed for the 11-acre site was transferred to Prudential . . . In the next three months, while construction got under way, Debit Accounting for SCHO was started in Newark, then moved to temporary quarters in Jacksonville. SCHO's first claim and policy loan was paid in Newark, and 270 Jacksonville trainees were taken up there. . . . Early in September "Operation Big Switch" began in earnest. The

"Jax" trainees were returned to Florida. Then a train bearing 1,200 Newark volunteers and families, and 36 10-ton vanloads of equipment and records, descended on the Sunshine State. SCHO officially opened temporary quarters and issued its first policy there.

By August 1954, with further movements of files to a total of 3,539,000 policy records, the "merge-in" was done. More Jax employees were trained in Newark and the remaining Newark volunteers moved.

Then, last spring, came the climax: From five scattered temporary offices 186 vanloads of stuff converged on Gibraltar place . . . Employees and their guests held a four-day preview. Contractors, builders and suppliers had their "day." Local leaders were special guests . . . Shanks held a press preview. The bit of the Rock was unveiled, and microfilm copies of 1955 newspapers were stored in a "Time Box." . . . On Saturday, May 7, the ribbon was cut, and that night fireworks let everyone know that SCHO was open for business.

The 12,000 who appeared for "open house" the next day learned from a brochure that the "New Prudential" marks "a new way to a brighter future . . . for you and your children."

### Speedier Service

Visitors were told that the new building and setup meant better and faster service to policyholders and mortgagees in the 10-state area: A half acre of electronic devices in it speeds this "service business . . . 95% of even the most complex transactions are handled within five days."

Reporting to the president for 1954, Campbell pointed out that SCHO had "assumed all its work;" had become a "fully-integrated home office," and was moving toward "long-range objectives." With 735 employees hired and 1,533 transfers and promotions, much management time went into training.

Still he could show steady cost reduction and improved service. A co-operative service program was worked out with "district agencies" (which, among other types, sell the weekly-payment "industrial" life insurance, pioneered by Prudential) and with the "ordinary agencies."

Last year SCHO's share of Prudential's total sales climbed from 10% to 11%, and Prudential's share of ordinary insurance sales of all life companies in the 10-state area rose from 9.2% to 9.9%. There was a net gain of 99 district and of 76 full-time special agents.

# What makes a salesman a top producer?

... and how can you develop more of  
your salesmen to the top producer level?

**2000 companies now employ Research Institute's new method for developing in salesmen that certain "something" that top producers have that enables them to get so much more business than salesmen who lack the "X" factors.**

This new approach to sales development is different from anything you have ever seen. For the first time in history a triple A-1 independent research organization with a 5 million dollar research budget has explored the vital "X" factors of selling that enable some salesmen to get so much more business than others.

Five years of research went into the development of this plan, plus a penetrating study of the pooled experience of more than 30,000 *Research Institute* member companies. Years spent in testing thousands of salesmen served not only to isolate the "X" factors of successful selling, but pointed the way to a new "whole man" concept of developing these highly desirable sales attributes in men who have not come by the "X" factors naturally.

## salesmen like the plan and USE it

This is much more than a sales training program. It *develops* the salesman—develops the "whole man"—gives him self-confidence, engenders high enthusiasm and the ability to think creatively. It creates a feeling of importance to society; develops the right attitude toward company, job and customer.

Obviously we can't make a star salesman out of every man you have. But, superimposed upon your own training with respect to your product, the *Institute* program employs the power of the "third party" influence to develop the desirable traits that the immediate superior in a salesman's own company sometimes finds so difficult to instill.

This is a solid, adult approach to developing salesmen. It's neither abstract and theoretical, nor is it shot-in-the-arm "stimulator" stuff that soon wears off.

## special program for smaller companies

Recognizing the difference in the problems of smaller companies with, say, one to eight salesmen, the *Institute* has developed a modified program designed to work with very little supervisory direction and priced within the reach of the smallest concern.

## it's easy to find out how well this will work for you

Half an hour with our representative should do it. Regardless of any decision you make you will get enough good sales ideas to repay you many times over for the time you take to see how other sales executives use our plan to make more of their men top producers.

We urge you to fill in and mail the coupon. We'll work out a meeting date convenient to you.

## a few of the 2000 companies now profiting by sales membership in Research Institute

Alexander Smith, Inc.  
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Friden Calculating Machine Co., Inc.  
General Bronze Corp.  
General Mills  
Greenwood Mills, Inc.  
Hotpoint, Inc.  
Maxwell House Div.—  
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## FREE—analysis on how to sell against price competition

This typical R.I.A. sales analysis on the subject of ways salesmen can cope with price-cutting competition explains how to take price discussion in stride; how to build up *value*; how to put *price* and *value* in a perspective that is favorable to you. It includes a fascinating card trick that dramatizes the relationship of *value* to *price*.

The analysis takes an honest look at *price* in relation to *value*; points out specific ways to increase your business in spite of increasing price resistance. It demonstrates strategies that top salesmen find effective.

More than two dozen tried and proved methods are presented in simple, understandable form so that any salesman can understand them, see how they will fit his own sales situations and put them to work on his very next call to get business for you; business that he would surely lose if he did not know how to handle price competition!

A copy is yours for the asking.

## Research Institute of America SELLING AND MERCHANDISING DIVISION Department 14

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☐ Please send me the free sample sales analysis, "PRICE or VALUE, which looks bigger?"

☐ I'd like to hear more about how other companies use your new sales development plan to improve sales performance.

☐ I'm especially interested in the special program for smaller companies.

Name

Title

Company

Street Address

City  Zone  State

The \$275 million of loans authorized by SCHO in 1954 was 66% more than the amount loaned in the 10-state area in 1953.

Charlie Campbell regards his job as his biggest challenge.

In SCHO he is finding "a new concept of life insurance organization work: We're 'plowing' people, as well as dollars, into this South Central economy." About a third of his time is now devoted to public and "business" relations. More than ever, he is out to build sales.

All the pressures and dislocations of the last couple of years have not impeded planning. SCHO has set long-term sales objectives: Business developed by the 27 ordinary agencies would be doubled from the actual \$90 million in 1953 to \$175 million in 1957. Interim targets are \$115 million for 1954; \$140 million for 1955 and \$160 million for 1956. Although the 1954 actual volume of \$112.4 million was a shade under target, it was still about 25% more than that of the year before . . . Meanwhile, the 63 district agencies (which do four-fifths of SCHO's life volume) also have been given higher objectives.

"We are trying to get closer," Campbell explains, "to all our 3,000 agents. We're trying to help them to do a better job . . . Formerly, an agent planned largely on his own. Now his agency manager sits down with him to go over his 'strategy' in detail." Plans of the managers, in turn, are worked out with SCHO executives. Campbell himself helps to sharpen them.

### "Closer" Management

Until 1950, it was shown, Prudential held annual meetings in Newark for all its 600 field managers. Then these meetings were scheduled every third year. Now, with decentralization, all the field managers may not get together often—more than every fifth year.

Meanwhile, however, the managers within each home office area meet oftener.

Contact at staff level also is closer: "Less red tape means more chance to get things done," is the way one executive put it. At SCHO one man may be in charge of several functions. He becomes more flexible and resourceful. He develops the ability to grow and SCHO provides the opportunity to make the most of it.

"Opportunities for field managers and agents are widening too," he shows. "District or agency managers pick and train their own men, but SCHO knows how they're all doing.

Each market expands in potential as the spotlight of 'regionalization' is turned on it. We're literally getting down to 'block' development in cities, and we're combing small-town and rural areas . . . At all levels, we're seeing our objectives more clearly and are bringing more creative power into play to meet them."

The Prudential company runs frequent sales campaigns on a common theme, supported by national advertising. But the regions adapt them to their own organizations and markets. SCHO runs some on its own: In a campaign last year its 3,000 agents "built" the home office building, story by story, as they achieved objectives.

One recent promotion, adapted from Newark materials, was "Partners in Progress" month. The keynote was: "Calls Make Sales; Service Makes Them Stick." Promotion pieces included premium notice enclosures, "P.I.P." mail stickers, and a letter signed by Campbell, mailed locally from field offices.

### Localized Selling

During this month, Campbell wrote, Prudential stresses policyholder service, "because changes in the Social Security Law, tax changes or changes in your family situation" may have brought new "security needs." The agent would call soon to make a "security review."

Since last September advertising and sales promotion in SCHOLand have been managed from Jacksonville. The advertising is placed through Bacon, Hartman & Vollbrecht agency of St. Augustine and Jacksonville. Principal medium is daily newspapers. At least one newspaper in each of the 90 South Central office cities is scheduled regularly.

This advertising shows decentralization at work in increasing Prudential's services and "contributions" to individual states and cities. In fact, it even dramatizes decentralization within cities. Dual "signature" on each ad is both "South-Central Home Office, Jacksonville, Florida," and the "Rock" with Prudential's slogan.

In Ohio SCHO goes Buckeye—expressing "faith in Ohio" by investing \$513 million there. In North Carolina the copy has a strong Tarheel flavor. One insertion, headlined, "We've got great plans for NORTH CAROLINA," tells of new Prudential offices in Winston-Salem, Greensboro, Raleigh, High Point and Durham, and larger offices in Charlotte, Gastonia, Concord and Salisbury.

The campaign gets down to specific places and people: "The Prudential

comes to CORAL GABLES." . . . "We're opening something new in CHARLESTON." . . . "Meet the Prudential folks in our MOBILE office."

"Money at work" can have advertising advantages. Every workday throughout the year Prudential has about \$5 million to invest. Annually, SCHO now may invest up to \$277 million—or about \$1 million a day. In addition to 33 people in Jacksonville and 123 appraisers across the 10-state area, 568 are at work in area offices in Cleveland, Cincinnati, Richmond, Memphis and Birmingham and in their sub-offices throughout SCHOLand. Area offices have considerable lending authority on their own.

The "investors" are natives, Jack Allsopp explains. "Our people in Florida, for example, understand a citrus loan. Some companies won't lend money on standing timber—but we will. We'll lend on Florida cattle ranches, and river barge lines at Louisville."

SCHO's investors believe Florida's current boom won't go bust. But they weigh risks carefully. Although they will lend for apartment houses and motels, they have not put a Prudential penny into the type of "luxury" hotels at Miami Beach.

While the Prudential company is helping "national" concerns to decentralize, SCHO aids regional businesses to expand. An example of the former is the recent long-term \$250 million loan to Chrysler Corp. Meanwhile, Foremost Dairies of Jacksonville, with SCHO money, has become the third largest factor in its industry.

### Lots of Little Loans

Most investments, however, are smaller loans. Across the U.S. Prudential has put \$500 million more into mortgages, on homes, farms and businesses, than the next two life companies combined. SCHO has 112,000 of them, starting at \$3,000.

But the best promotion may be personal contact with people, in projects for their mutual gain. Throughout the 10 states SCHOfolks are working to improve their communities. In Jacksonville Charlie Campbell and Jack Allsopp, for instance, have become bank directors and members of the local Committee of 100 . . .

Eighty years ago John Drvden started Prudential by going from house to house and from factory to factory to tell people about low-cost life insurance. The present Prudential seeks to decentralize down to the sources of its growth. **The End**

# *FOLLOW THE LEADER*

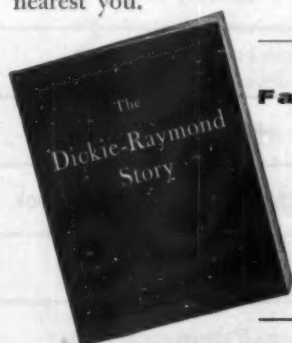
## *is the Oldest and BEST Trick in Business*

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*is a question best answered by looking at what we have done for others. It was our good fate to establish ourselves as specialists in direct mail and sales promotion 34 years ago. It has been our privilege to make an effective contribution to the sales development of an imposing group of companies when they, too, were in pioneering stages—and in all the years since. Today's clients reap the benefit of this long and wide experience.*

The list of Dickie-Raymond clients shown at the right includes some of the biggest names in American business. They cover a wide variety of goods and services. They all have selective markets as well as mass markets. They all use professionally-prepared direct advertising and sales promotion. All have a record of success in the use of this medium.

If you would like to investigate the possible benefits of outside counsel and creative service on your direct advertising and sales promotion problems, simply write or phone the Dickie-Raymond office nearest you.



### **Facts for Thought:**

If you'd like the full story of DICKIE-RAYMOND, send for this booklet. No obligation—but please make request on your company letterhead.

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EASTMAN KODAK COMPANY—Industrial Division  
GENERAL ELECTRIC COMPANY—Air Conditioning Division  
THE GRAY MANUFACTURING COMPANY—Audograph  
HEWITT-ROBINS, INC.  
IRON FIREMAN MANUFACTURING COMPANY  
MONROE CALCULATING MACHINE COMPANY  
MOODY'S INVESTORS SERVICE  
THE NATIONAL SHAWMUT BANK OF BOSTON  
NEW YORK STOCK EXCHANGE  
PAN AMERICAN WORLD AIRWAYS  
PEPPERELL MANUFACTURING COMPANY  
PITNEY-BOWES, INC.  
PLYMOUTH CORDAGE COMPANY  
RAILWAY EXPRESS AGENCY, INC.  
SHERATON CORPORATION OF AMERICA  
SYLVANIA ELECTRIC PRODUCTS INC.  
TUNG-SOL ELECTRIC INC.  
UNITED STATES ENVELOPE COMPANY  
THE WALL STREET JOURNAL  
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SEPTEMBER 20, 1955

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1953	1954	1955 (7 Months)
Electronics	Electronics	Electronics
Product Engineering	Product Engineering	Chemical Engineering
Chemical Engineering	Chemical Engineering	Product Engineering
Machine & Tool Blue Book	Machine & Tool Blue Book	Machinery
Machinery	Machinery	Purchasing
Modern Machine Shop	Modern Machine Shop	<b>Architectural Record</b>
Factory	Machine Design	Building Supply News
Machine Design	Factory	Machine Design
Purchasing	Purchasing	Modern Machine Shop
Petroleum Engineer	Mill and Factory	Machine & Tool Blue Book
Mill and Factory	<b>Architectural Record</b>	Factory
<b>Architectural Record</b>	Petroleum Engineer	Petroleum Engineer
Power	Industrial Distribution	Practical Builder
Textile World	Chemical Processing	House & Home
World Oil	Building Supply News	Mill and Factory
Source: Industrial Marketing		

# With Advertisers . . . and Why

Again **1<sup>st</sup>** in its field!

	Total Advertising Pages 8 Months 1955
<b>ARCHITECTURAL RECORD</b>	<b>1,974</b>
ARCHITECTURAL FORUM	1,570
PROGRESSIVE ARCHITECTURE	1,150

**WHY?** Five exclusive advertising values make Architectural Record an outstanding buy for building product manufacturers and their advertising agencies . . .

- 1 Reader preference**—Architects and engineers have voted Architectural Record "preferred" in 75 out of 82 INDEPENDENTLY SPONSORED studies.
- 2 Verifiable market coverage**—*Dodge Reports* document Architectural Record's coverage of those architects and engineers who plan over 85% of all architect-planned building, nonresidential and residential, small and large.
- 3 More circulation where it counts most**—More architects, more consulting engineers, more architects and engineers in commerce and industry subscribe to Architectural Record.
- 4 Top editorial quality and quantity**—Thirty-three editorial awards—including three out of four awards by The American Institute of Architects to architectural magazines testify to the quality of the Record's editorial content. And the Record publishes more editorial pages than any other magazine in its field—with every page edited specifically for architects and engineers.
- 5 Advertising leadership**—Architects and engineers read Architectural Record for building product information. Year after year (and again in 1955) more building product manufacturers and their advertising agencies are placing more advertising pages in Architectural Record than in any other architectural magazine.

## Architectural Record

119 West 40th Street, New York 18, N.Y.



"Workbook of the  
active architect  
and engineer"

# The Personal Sales Letter: An Adjunct to Planned Selling

One of the Pacific Coast's leading salesmen in the graphic arts field is a top notch letter-writer. He uses the postman for in-between calls. Here, he shares some of the secrets that help him to make friends and influence sales by mail.

**BY ROLAND MEYER**

**H. S. Crocker Co., Inc.\***

A call by letter presents an opportunity to get back to real selling. Any salesman who has been long on his route or territory tends to *sell* less and less. At worst, boredom may set in. At best, friendship gets in his way as his calls take on more and more of the aspects of social visits.

A letter presents an opportunity to do *planned* selling and better than even the most experienced salesman may do it in person.

Furthermore, by mail, we can call on many more people.

## **An Extra Call**

Here are three important reasons why I feel that letters should be made a routine part of a salesman's selling strategy. I mean personally devised letters—letters which bring the customer an in-between call while selling an idea, performing a service, maintaining contact, reviving a cooling account, or performing some other selling function.

But we should never assume that letters can replace the personal call. Thoughtfully used, they can greatly extend a good salesman's range of activity. For productivity as well as protection we should deliberately surround ourselves with a variety of customers: If one is out of the market, we can be busy with another, while figuring out a plan for luring the first back to activity again. And here's where letters can be wonderfully helpful.

I use letters constantly. Rarely a day goes by without a batch of selling letters leaving our office. I use them for (1) breaking the ice in developing new prospects, (2) summarizing an offer following a call, (3) building

up from a small, or an initial order, to bigger or to steady business, (4) feeding ideas to good customers both to be helpful and develop new business, (5) removing price objections, and many more phases of selling or follow-up.

Letters, like face-to-face selling, reflect the personality of the man. There are as many kinds of letters as writers. I happen to like those which rely on the simple fundamentals of selling. There is a place for arresting techniques of style, shock, startling first paragraphs, but they are not my stock-in-trade. It is the novice salesman who searches for the flashy devices of selling; the mature one builds on the proved and basic structure of salesmanship. Similarly, I believe that the most effective selling letters are simple, straightforward, sincere, and gain their attention by promising the recipient something he wants.

## **People Buy Benefits**

People buy to benefit from their purchase.

Selling is most productive and profitable when it helps—helps the customer use the company's product to his profit.

These two fundamentals of selling underlie the sales letters that leave my office, as they do my personal selling. The letters do not feature price, but rather the benefits for the buyer. Nor do the letters "talk" quality. Quality, price, and samples are used as *proof* points simply to convince the buyer that he will enjoy the benefits we promise him.

Since one of the important uses of letters is to maintain contact with customers, let us look at two examples of letters which contribute to a substantial volume of sales annually. By

feeding sales-building ideas to the customer addressed—W. R. Helbig, Hawaiian Service, Honolulu—additional business is developed, for him and for us.

In the Islands Helbig puts out a series of post cards and other pictorial souvenirs. He is always on the lookout for salable subject matter. The following letter from us suggested one:

## *Suggestion For A New Post Card*

Dear Ray:

With loving care we have just finished reproducing the enclosed picture for Blank Air Lines, charging them some better than \$500 for the original engravings of the quality you see here.

I wonder if this wouldn't make an especially popular post card for you? True, this beautiful girl has been widely reproduced on posters and on sales literature, but I don't think this will hurt your sales one iota. In fact, I suspect that all of this might prove to be just advance publicity for your card. In other words, when people would see the card in your racks they would be all the more inclined to buy it because they had seen the picture before and admired it. If, by chance, they had not seen the picture before I think they will still like and buy it, don't you? And just imagine how really beautiful this picture will be reproduced printed on heavy Kromekote stock with plastic glaze to enrich the colors. And how you can re-use the picture in your folder!

I have not the slightest idea whether or not Blank Air Lines will agree to your re-using their engravings, of which I assume they are very proud.

However, since you have permitted them to use so many of your pictures I have a hunch that we may be able to sell them the idea.

As always,  
ROLAND MEYER

Keeping customers sold is one way to build repeat business. Here is another letter to the same customer:

## *Island Notes*

Dear Ray:

You've got something good heading your way! Unfortunately, at this moment I can only send you part of it . . . the enclosed two sets of your notes.

But wait'll you see the box! The box, of course, is paramount because it is the package that attracts attention and helps so much to make it sell.

And thanks to Bob Borgeson, the Production Manager, who made the arrangements at our plant, we have been able to run your box tops not on the ColorForm which, as you know, has no glaze on it, but on a special 25,000-sheet run which has Mirro-Krome glaze the same as on your post cards.

So, your Island Notes will stand out on

\*San Francisco.

## "This is the size we use in the Growing Greensboro Market!"



THERE'S SALES-A-POPPIN' in the Growing Greensboro Market, where 1/6 of North Carolina's people account for more than 1/5 of the state's \$3-billion total retail sales. Here is a real, stand-out market in gains, too, with a steady 1954-over-1948 increase of from 20% to 33% of the state's gain in all important sales categories. . . . If you want to invest advertising dollars in a market where sales really come easier—simply put the 105,000 daily salesmen of the GREENSBORO NEWS and RECORD to work for you. . . .

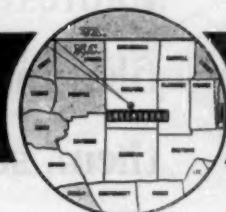
Only medium with dominant coverage in the Growing Greensboro Market, and with selling influence in over half of North Carolina!

### Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Sales Management Figures



## New Nascon "Appointments" keeps you constantly at the *Point of Sale*

YOUR CUSTOMERS and prospects will be enthusiastic about this completely new and unique Nascon dated pocket secretary. They will carry it with them always and will use it many times each day. With your trademark or name on its cover you will be constantly remembered where it counts the most—at the point of sale.

Nascon "Appointments" provides for a full week of daily memos on one page, pockets for letters, papers and business cards and a visible identification card.

*Without obligation, send today for complete details and a free copy of the folder, entitled, "HOW YOU CAN PROMOTE SALES"*

### NASCON PRODUCTS—SPECIALTY DIVISION

*Division Eaton Paper Corporation*

475 FIFTH AVENUE . . . NEW YORK 17, N. Y.

SEPTEMBER 20, 1955



**Q:** I sell to businessmen. Just how big is my market?

**A:** You can't pinpoint it exactly. Latest figures show that some 680,000 corporations filed income tax returns. Of these, a fifth of them, some 126,000, do 86% of the business and own 95% of the assets.

Then, because all markets are people, you can multiply by the research average of six key executives per company, and come up with what might be called a "bull's-eye" target of 756,000 "V.I.P.'s" (VERY IMPORTANT PROSPECTS).

*America's Class News*

NOW MORE THAN 725,000 NET PAID CIRCULATION . . . A MARKET NOT DUPLICATED BY ANY OT

---

**Q:** All right, how do I cover these important prospects best?

**A:** No one magazine covers them all. But one way to start is with the magazine they prefer. In poll after poll of managerial men, the people who spark America's business thinking (and buying) vote "U.S. News & World Report" the magazine most useful to them, the magazine in which they place the most confidence. (And more and more advertisers, too, are voting the same way.)

*Magazine*

HER MAGAZINE IN THE FIELD



Advertising Offices:  
30 Rockefeller Plaza, New York  
20, N.Y. Other offices in  
Boston, Philadelphia, Cleveland,  
Detroit, Chicago, St. Louis,  
San Francisco, Los Angeles,  
and Washington.

your dealers' counters like you know what in a fog.

Bob Borgeson says that the first 5,000 boxes should be ready to ship to you by approximately May 16. I will air express half a dozen advance samples down to you. I hope that both you and Dorothy will be set for some happy selling.

My main reason for this advance sampling of the Notes alone is to determine the sequence in which you wish these notes gathered and inserted in the boxes. As you well know, of course, the first notes the customers see when they take the box top off is important.

My choice for top positions in the two stacks are the ones on top of the two lots . . . "Black Sands Beach, Hawaii" and "Hawaiian Beauty." It seems to us here

that these two vertical pictures are colorful, interesting, afford good contrast, and yet are both so typical of the Islands.

However, you and Dorothy may certainly have your own choices here. Just let me know . . . by return airmail . . . if you will, the pictures you want on top. You might even specify sequence for the following pictures in each stack. Safest way to do this would be to return one set of pictures to me properly numbered and specify especially the top pictures you want on the two stacks.

Just in passing, since the surface of the paper on which we lithographed these notes is soft . . . suitable for writing . . . and since the job, of course, isn't glazed, there is considerable difference between the effect of the same pictures on this

stock and on your hard finish, highly glazed post cards. Just keep in mind that some people like this soft effect. They think it is artistic. For example, I have never been able to sell Blank Oil Co. on running any of their many beautiful pictures on hard finish paper. We have just finished running some 27,000,000 new Blank Oil scenic views on soft finish paper.

Get your instructions right back to me, won't you, Ray? The gathering is scheduled to start just as soon as we hear from you. Thanks a lot.

Good luck to you,  
ROLAND MEYER



## America's Informal Business Capitol

The Greenbrier's new West Wing offers groups up to 1000 the finest and most modern meeting facilities to be found.



The auditorium, the theatre, and various-sized smaller meeting rooms provide complete privacy and air-conditioned comfort for all types of functions. The latest P.A. systems, stage and movie equipment (including a CinemaScope screen in the theatre) are available. Attentive service is, of course, axiomatic at America's leading resort hotel—The Greenbrier.

*Special all-inclusive Group Rates effective December 1, 1955, to February 29, 1956.*

*The Greenbrier*

For complete information, address:  
DIRECTOR OF SALES

WHITE SULPHUR SPRINGS,  
WEST VIRGINIA

Or inquire of Greenbrier offices in:

New York, 17 E. 45th Street, MU 2-4300  
Boston, 73 Tremont Street, LA 3-4497  
Chicago, 77 West Washington Street, RA 6-0625  
Washington, D. C., Investment Bldg., RE 7-2642  
Toronto, 80 Richmond Street, West, EM 3-2693

Letters are often a sound way to sell a small order to a prospect at a distance. We have such a prospect up in the Northwest who spends many thousands of dollars on direct-mail advertising. He sent us an inquiry about producing a circular for him. It was only a \$3,000 job. But we took as much pains in providing samples, quoting, making our presentation, as if it had been very much larger. We got the order. Again, we followed through with extreme care to provide the very best job we could, together with thorough service. It was all done by mail and telegraph. Ordinarily we might not put out so much effort for a minor order, but we saw the opportunity, through demonstration of quality and helpful service at fair prices, to obtain a share of this man's large annual business.

The opportunity to bid for more of his printing arose very shortly.

### Selling of Service

Now for a look at a case of service selling by mail.

Early in March an inquiry reached us from a publisher in a small California city. It concerned the printing of one of his publications. Rather than send a stereotyped quotation, we analyzed the man's problem and wrote:

Dear Bill:

This is an extremely belated answer to your letter of March 2.

I have spent some of the intervening time trying to line up a better job for you . . . one that might take a lot of detail off your shoulders and give you still more saleable Guides, yet be at a price you might be able to afford.

To help you do this I have called in a long-time friend, F.B. of Blank Printers here in San Francisco. Blank is better fitted in terms of experience as well as equipment to produce the black and white and two color pages inside your Guide than we are.

Blank has wide experience in black and white publication work. I know from long contact that they are absolutely dependable, and their quality is of the best. Our own forte is color reproduction.

So, what I propose is that I take over all responsibility for the job, but that the work be done jointly by: Crocker, 4-page

color insert, covers and maps; Blank Printers, all black and white and 2-color press work on inside pages and binding, except tipping in maps. Blank Paper Box Company (a reliable paper processor here in Town who operate at a lower union rate than any of the print shops) tipping in maps.

This group would operate on a one-profit basis by each of us billing you directly.

I enclose quotations.

Cordially,  
ROLAND MEYER

The end is not yet, but the reply we received indicated that we had made a friend. The prospect warmly thanked us for our "exhaustive cost analysis;" informed us that no immediate decision could be reached because the writer was about to start on a long trip; but closed with "you may rest assured no shift will be made without first giving you the bid."

#### In Customer's Interest

Here is another letter in which we try to interest a prospect in some of our new souvenir material. Note that we write entirely in terms of the prospect's own interests. This kind of letter is bringing in new business steadily:

Dear George:

What do you think of the enclosed idea—sketch for a new type of jumbo post card?

We call it our Scenoramie card. As you see there is room on such a card to re-print six of your most popular miniature scenes. They cost only \$2,800 the thousand, yet retail for 10 or 15c each. You would make better than 7 or 12c on every card sold.

All of our distributors who have seen the Scenoramie idea are most enthusiastic about it. My guess is that you could sell 12,500 Scenoramies a season and make that much, largely additional profit, while getting still more publicity and recognition for your Parks.

If you had six or eight other jumbo cards . . . enough to make an eye-catching group display . . . you'd sell all of them in volume, including, possibly, as many as 25,000 of these novel Scenoramies in a season.

If you can get your total number of Mirro-Krome post cards up to about 50, including jumbos, and re-use them in other pictorial souvenirs along the lines I outlined in my letter of September 10, you might sell better than \$100,000.00 worth annually, largely in new business, and make approximately \$75,000.00 in gross profits on it. This, of course, is a guess, but it's a guess based on considerable experience. You might very well do better.

You have, I believe, about 100 new transparencies on hand. Probably enough to get you well launched in this profitable business. Can we get together to pick out the subjects? I'll gladly come down.

Regards,  
ROLAND MEYER

You don't always win the first time, or the second, or third! Perhaps that's one of the character-building facts in selling. Another of our prospects in the Hawaiian Islands early this spring sent us an inquiry about printing a colorful brochure. We sent a letter, together with a carefully worked-out quotation and samples of similar work we had done. A few days later, came the reply . . . disappointing. But, not discouraged, we took the opportunity to do some more selling, as the brief reply shows. We have no doubt that we shall be

given another opportunity to bid on this company's printing. If they find themselves dissatisfied with the cheaper job they chose—as is not unlikely—our willingness to provide superior benefits will be remembered.

Dear Ken:

It's a pleasure to rush you the attached quotation on your handsome brochure.

All the enclosed sample brochures were produced by us on the ColorForm so we can assure you of the quality you see in them, or better.

It will be a pleasure to work with you to get out a brochure that will make you

## "Look who won the sales contest"

All the family stands to join in the fun on an all-expense trip to world-famous vacation-spots . . . when you offer your salesmen Airventure Incentives as Grand Prize in your sales contests. So all the family will stand behind each of your men, giving the extra encouragement that leads to extra sales. Profits can jump to an all-time high . . . salesmen will find it easy and fun to work harder. Call your nearest Northwest office today to get complete details on the Airventure Incentive plans perfectly-tailored to meet any budget.



**NORTHWEST *Orient* AIRLINES**  
**AIRVENTURE® INCENTIVES**

# AW NUTS!



the fact is ...

## ALLIED is the LEADER in long distance moving!



(leader in important ways!)

**MORE MOVES** ... were made with Allied Van Lines last year, the year before and for the last decade than with any other van line.

**MORE MILES** ... were traveled by Allied Vans ... last year over 51 million miles.

**MORE DOLLARS** ... paid by more people for Allied Van Lines services ... over \$38 million in 1954.

**MORE POUNDS** ... carried by Allied in 1954 ... over 417 million pounds of household goods, office furniture, fixtures and displays.

**MORE VANS** ... available to the public in Allied's fleet ... over 2,700, specially equipped vans in charge of experienced moving specialists.

**NO. 1 SPECIALISTS** ... in moving and storage, your Allied Agents ... located throughout the United States and Canada, and in Alaska, Hawaii, Puerto Rico, Mexico and Panama Canal Zone. Call your Allied Agent. See your Classified Telephone Directory.

**ALLIED VAN LINES, INC.**

General Office • Bensenville, Illinois

**WORLD'S LARGEST LONG DISTANCE MOVERS**

proud, and your client happy.

If I am any judge you have planned a resultful brochure. I think we can give you a job that will prove to be a piece of real selling literature. Something that will help your client stay out ahead in the terrific competition that appears to be shaping up among Hawaiian hotels.

Cordially yours,  
ROLAND MEYER

Dear Roland:

Many thanks for the time and effort which have obviously been devoted to your quotation. By yesterday all three bids were in and we spent a good part of yesterday afternoon reviewing the matter in detail with the client. I am sorry to advise you that the Blank Litho Company's bid on the job was materially lower than yours but that even so all other possible factors were carefully weighed. The end decision however, was to award the job to them, and so it stands. As some eminent brain in the business once said—and has been frequently quoted—"You can't get 'em all!"

Again, may I thank you for the very apparent thought and effort that went into giving us such a carefully detailed quote. I assure you that we will give you another whack at the next job of this sort that comes into the house.

Cordially,  
Ken

Dear Ken:

Next to getting the actual order I appreciate most the sentiments expressed in your letter of April 13.

I wonder, though, if you considered our price on ColorForm production? These ColorForm prices are low enough to enable us to get large volume of business even from such competitive markets as Los Angeles and New York. If Blank Litho's price, which I assume was for an independently run job, was lower than ours, then there might be something wrong.

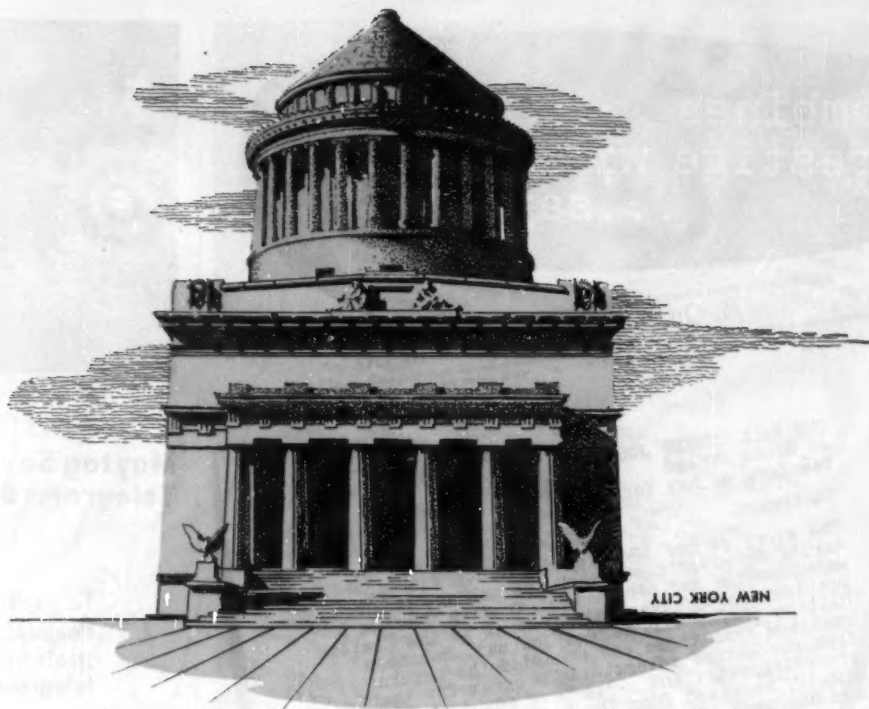
Any time you think we can help on this, or any other job, please holler.

As always,  
ROLAND MEYER

One of the outstanding values of a visit by letter is that it does not annoy the recipient if he is busy—he can put the letter aside until he has leisure to consider your proposal. You can be persistent by mail and instead of wanting to throw you out, the recipient may end by being flattered at the attention you are giving him, the pains you are taking to help him. I have countless cool, indifferent, busy, price-conscious, or otherwise uninterested contacts warming up as a result of friendly, helpful, persistent wooing by mail. Of course, the letters must be genuinely personal—not disguised form letters. And in them the prospect must be made to feel that you are taking pains to help him achieve something he wants.

It is worth remembering that everybody—actually—loves to receive a personal letter. The End

**SALES MANAGEMENT**



## Everybody knows where Grant's Tomb is...*but*

do prospective buyers know where to find the local dealers who sell your products?

There's no better way to bridge the gap between national advertising and retail sales level than to use national Trade Mark Service in the 'Yellow Pages' of the telephone directory. Your trade-mark or brand name is featured, followed by a listing of the names, addresses and phone numbers of all your local outlets.

This service is available in over 44 million directories . . . or in selected markets. For a 'Yellow Pages' program that exactly suits your needs, get in touch with your Trade Mark Service representative. Simply call your local Bell telephone business office.



Displaying this emblem in your advertising means more sales for your dealers.

You will find more information about Trade Mark Service in Standard Rate and Data  
(Consumer Edition)



"Combines  
prestige with results,"  
....says

**The OILJACK MANUFACTURING CO.**  
INCORPORATED  
MONTCLAIR NEW JERSEY

THE WALL STREET JOURNAL  
44 Broad Street  
New York 4, New York

June 10, 1955

Gentlemen:

The story of our "Complete Contract Manufacturing Service" must reach the men who make management's decisions. Last year we devoted a portion of our advertising budget to the Eastern Edition of The Wall Street Journal. Business realized from these ads exceeded the returns from our entire advertising program for the preceding year. And -- we have found that every inquiry received from The Wall Street Journal ads has been important to the man who made it. Naturally, we have increased our activity in The Wall Street Journal this year. It ideally combines prestige with business-getting results.

Very truly yours,  
THE OILJACK MFG. CO., INC.

*S. M. Newcomb*  
S. M. Newcomb  
Sales Manager

SMN/man

## Mass Plus Quality-Happy Advertisers

Many an advertiser is searching for the "ideal combination"—the medium that will bring him volume response from top-caliber prospects. In the business field, this function is filled by the Only National Business Daily: a massive circulation of responsive executives. What an advertising medium!

Circulation: 365,133

**THE WALL STREET JOURNAL**

Published at

NEW YORK  
44 Broad St.  
DALLAS  
911 Young St.

CHICAGO  
711 W. Monroe St.  
SAN FRANCISCO  
415 Bush St.



## Maytag Says It By Wire, Telegrams Break Record

To tell salesmen and dealers about its sales strategy Maytag used telegrams, scored a hit.

The largest number of wires ever sent in a single day from the premises of a Western Union client were recently delivered to 16,000 Maytag dealers! The Maytag Co., Newton, Ia., spent \$7,610.94 for the telegrams which advised its dealers in advance of a current sales promotion. "Operation 753," the company's sales strategy program, will be backed up by a TV network film, "Navy Log," carried weekly over some 100 CBS outlets, 8 p.m., EST, beginning early this fall. It will be jointly sponsored by Maytag and W. A. Sheaffer Pen Co.

"Navy Log," Maytag's biggest venture into TV, will not affect the company's advertising via other media. The TV program deals with outstanding Navy activity during recent combat, will draw male viewers as well as their wives. Object: Soften up the purse strings for the lady of the house?

In meetings heard simultaneously across the country, Maytag regional sales managers got details of the company's merchandising campaign in its greatest battle against retail competition. By means of a two-way telephone hook-up (telephone bill: \$663), Maytag executives spoke to assembled field men and heard each branch and distributorship in turn.

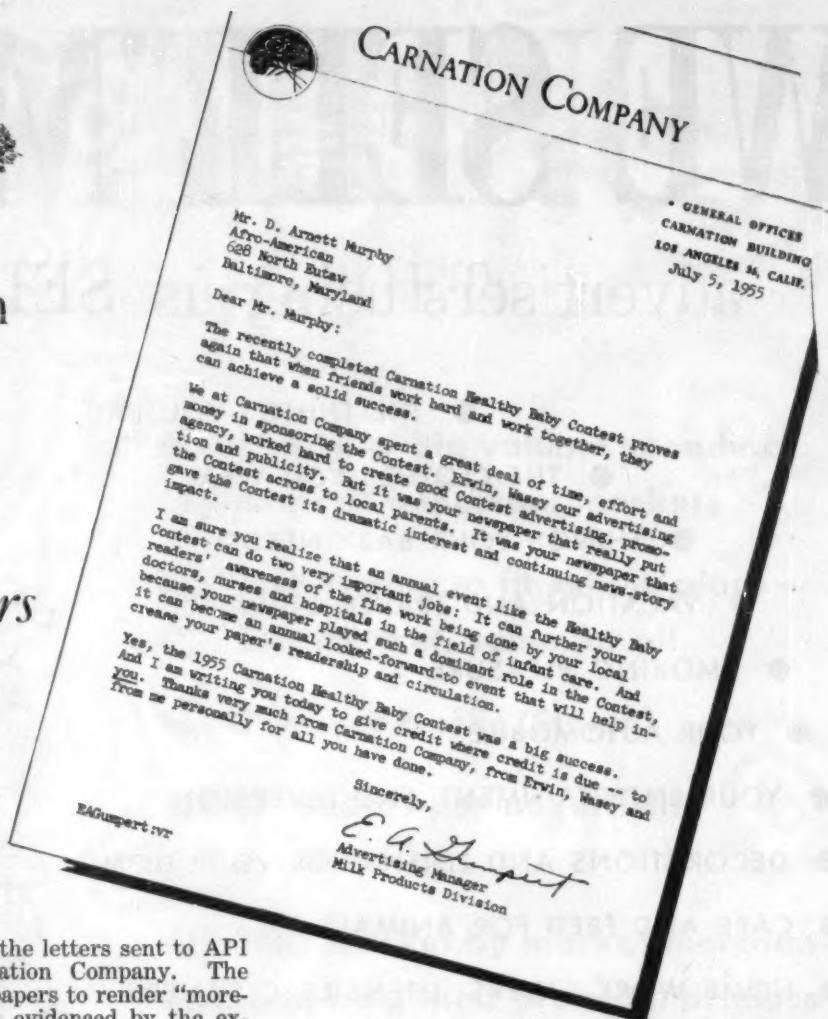
Feeding tape into one of the telegraph machines are two Maytag gals who obviously got a bang out of being part of this spectacular telegram operation.

The End

SALES MANAGEMENT



# Carnation Bouquet for API Newspapers



This is a sample of one of the letters sent to API newspapers by the Carnation Company. The willingness of Negro newspapers to render "more-than-just-space" service is evidenced by the expression of thanks contained in these letters, and is matched only by the unique ability of these newspapers to connect advertisers with the fast-growing \$15 billion Negro market. Carnation knows it. So do 475 other contented national advertisers who are increasing loyalties and sales

via Negro newspapers. No other medium can create acceptance for your product or strengthen existing loyalties, like API newspapers. For constructive suggestions, special marketing information and helpful merchandising assistance, call on the nearest API office.



When You Use Negro Newspapers You Are "Putting Out the Welcome Mat" and Extending a Direct Invitation to Buy.

## ASSOCIATED PUBLISHERS, INC.

31 West 46th St.,  
New York 36, N. Y.  
JUdson 2-1177



166 W. Washington St.,  
Chicago 2, Ill.  
Andover 3-6343

Pacific Coast Representatives:

### ROBERT C. WHALEY COMPANY

55 New Montgomery St., San Francisco 5  
6513 Hollywood Blvd., Los Angeles, Calif.

Sutter 1-6072  
Hollywood 3-7157

BALTIMORE  
AFRO-AMERICAN\*

DALLAS  
EXPRESS\*

KANSAS CITY  
THE CALL\*

NEWARK, N. J.  
AFRO-AMERICAN\*

RICHMOND  
AFRO-AMERICAN\*

ST. PAUL  
RECORDER

CHICAGO  
DEFENDER\*

DETROIT  
MICHIGAN CHRONICLE\*

LOS ANGELES  
THE CALIFORNIA EAGLE

NEW ORLEANS  
LOUISIANA WEEKLY\*

SAVANNAH  
TRIBUNE\*

TAMPA  
FLORIDA SENTINEL

CLEVELAND  
CALL AND POST\*

FORT WORTH  
THE MIND

LOUISVILLE  
DEFENDER\*

NORFOLK  
JOURNAL AND GUIDE\*

ST. LOUIS  
THE ARGUS\*

WASHINGTON  
AFRO-AMERICAN\*

COLUMBUS  
OHIO SENTINEL

HOUSTON  
INFORMER\*

MEMPHIS  
TRI-STATE-DEFENDER\*

PHILADELPHIA  
AFRO-AMERICAN\*

SAN FRANCISCO  
SUN-REPORTER\*

NATIONAL  
AFRO-AMERICAN\*

\*ABC Audited Circulation

"MORE NATIONAL ADVERTISERS USE NEGRO NEWSPAPERS THAN ANY OTHER MEDIUM DIRECTED TO THE NEGRO FAMILY"

# WE SELL 'MOST

advertisers using us SELL:

- THE THINGS YOU EAT
- THE CLOTHES YOU WEAR
- THINGS YOUR BABY NEEDS
- VACATION AND TRAVEL GUIDANCE
- SMOKING PLEASURE
- YOUR AUTOMOBILE
- YOUR ENTERTAINMENT AND DIVERSION
- DECORATIONS AND LINENS FOR YOUR HOME
- CARE AND FEED FOR ANIMALS
- HOME WORK-SAVERS: UTENSILS, CLEANERS
- THE BEVERAGES YOU DRINK
- INSURANCE FOR YOUR FUTURE
- AIDS TO YOUR HEALTH
- SELF-IMPROVEMENT HELPS
- HOME AND GARDEN EQUIPMENT
- IMPROVEMENTS AND UTILITIES FOR YOUR HOME
- ARTICLES TO COMPLEMENT YOU AND YOUR CLOTHES
- MANY OTHER PRODUCTS AND SERVICES



**HEARST SUNDAY INDIVIDUAL**

SALES MANAGEMENT

# EVERYTHING

advertisers using us GET:



**COVERAGE** of big volume spending segments of important markets

**FLEXIBLE** Timing to fit selling plans—  
Use one market, some, or all

**HIGH** reader traffic (Starch)

**MORE** readers per advertising dollar (Starch)

**STRONG** market by market merchandising to help their program produce top results.

Since Jan. 1st 123 new accounts have bought space.

**BIG CIRCULATION...BIG READERSHIP...BIG MARKETS**

## **PICTORIAL LIVING**

Los Angeles Examiner

## **PICTORIAL REVIEW**

Boston Advertiser  
Pittsburgh Sun-Telegraph  
Detroit Times  
San Francisco Examiner

Baltimore American  
Chicago American  
Milwaukee Sentinel  
Seattle Post-Intelligencer

## **PICTORIAL T-VIEW**

New York  
Journal-American

**MARKET GROUP**  
SEPTEMBER 20, 1955

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**Hearst Advertising Service**

# How to Dress for a Parade

The question of "What shall I wear?" is a deadly serious matter to the wife who accompanies her husband to an occasional business function. He's seldom able to be helpful, but this article may offer some cure for her anxiety.

**BY HELEN VALENTINE**

*Editor-in-Chief, Charm Magazine*

Sometimes I think I've attended more business-social (or social-business) affairs than anybody alive: from cocktails-to-kaffeeklatch-to-banquet—including breakfast, tea-party, clam-bake, luncheon, convention, ball, testimonial dinner, and all the stops between.

And I don't think I've ever attended a function to which businessmen brought their wives without noticing that some of those wives looked and acted acutely uncomfortable. Not because the food was cold, the drinks warm, the speeches too long or too many (although such disasters have been known to occur); but because they seemed to be so self-conscious—as if they felt there was something wrong with their appearance. I've watched them fiddle, fuss, and fidget; watched them nervously pat their hair, clasp and unclasp their handbags, or surreptitiously slip off an agonizing shoe when they thought nobody was looking.

And I've listened, too. Perhaps because I'm in the fashion business. I've heard more than my share of the frantic cries for help that go up from these women—yes, and from their husbands, too. "Should I (she) wear a hat?" "If the men are coming in business clothes, should I (she) wear an evening dress?" And on and on.

It's a funny thing: Women who are superb housekeepers, charming and thoughtful (yes, and well-dressed) hostesses, and utterly undaunted by the public demands of an active community life, can sometimes come completely unstrung when faced with the prospect of accompanying their husbands to the annual banquet of the 12th District Sales Organization.

Why is this? I think it was well summed up by a friend of mine, describing her own panic on such occasions.

"Helen," she said, "I am ordinarily a courageous type. I have put an emergency splint on my child's broken leg and driven him to a hospital 12 miles away without blowing my top. I have proposed a highly controversial motion at our P.T.A. and faced the ensuing whirlwind without batting an eye. I do not scream when I see a mouse, and once I even routed a burglar. But just let George say the company is throwing a cocktail party for the new vice-president-in-charge-of-whatever, and I'm done for. I quake for a week before, and on the awful Day itself I dress four times before I leave the house. And the

minute I walk into the party I know I've guessed wrong.

"The trouble is," she went on to say, "that every time a wife appears on the arm of her husband at a company party, she's fully aware that she is on parade. But there's never anybody around to tell her beforehand whether she's supposed to be the drum majorette or the little fellow who brings up the rear with a broom."

There's no point in going into the psychological-sociological implications of all this. It is perhaps sufficient to say that the average wife spends the greater part of her time involved—and deeply involved—in duties and responsibilities having little to do with her husband's business status; that she is nevertheless constantly aware of the importance of that status—to such a degree, in fact, that when she is obliged to participate in the tribal rituals of his business, she feels herself ill equipped, and fears that in her ignorance she might harm him in some mysterious way.

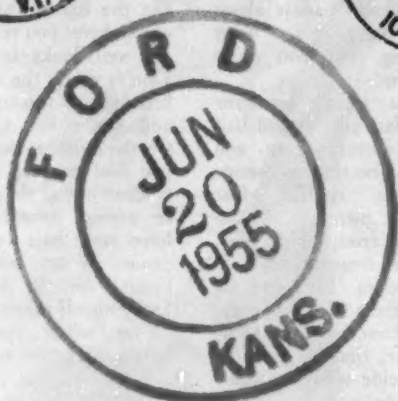
While I sympathize with such anxiety, knowing it stems from a loyal desire to be an ornament, not a hindrance, to a husband, I think it's about time women shook off the hair-shirt of inferiority in this as in other matters. Even a company party can be fun!



## A Lady with 'Charm'

Helen Valentine is a successful businesswoman, wife and mother. An editorial career in the women's magazine field, has given her intimate knowledge of the hopes, fears, likes and dislikes of the American woman. She joined *Charm* in 1950, and before that held executive editorial and promotional positions on *Seventeen*, *Mademoiselle* and *Vogue*.

All postmarks are actual reproductions. Post offices mentioned in the text really exist.



**Grit is a "weekly event"  
in 16,000 American  
small towns**



A trip by Auto (W.Va.) to New York (N.Y.) is a special event for most small-townners. So are watching Fireworks (Ill.), eating Turkey (Ky.), and marching in a Parade (S.Dak.).

And so is reading Grit. But this is a *weekly* special event. Grit is magazine, newspaper, and family friend all in one—the world seen through small-town eyes. Under the banner of its traditional masthead you'll discover an outlook and content as fresh and lively as a new 1956 car.

Grit is the one publication specifically edited for people in towns outside the orbit of major cities—*true* small towns. Better than 3¼ million people enjoy it, and a thunderous 58.54% of them live in

towns of 2500 and less. Because you can't reach them via normal magazine channels, Grit distributes through 30,000 boy salesmen. That's one reason why Grit permeates its chosen bailiwick as nothing else can. And one reason why consistent advertising in it practically guarantees you a growing share of the small-town market.

The cost of a year-long, large-space Grit campaign can be as little as that of a single full-page ad in a mass circulation magazine. The result should make you Crow (W.Va.) for Joy (Ill., Ky.).

Grit Publishing Co., Williamsport, Pa. • Represented by Sclaro, Mecker & Scott in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley in Los Angeles and San Francisco



As a matter of fact, a great many women have already found this out, principally because so many businessmen's wives today have been in business themselves at one time or another, or are among the 10 million wives working today. As more and more women each year penetrate the mysteries of the business world (and find it's not so mysterious after all), the combined business-social function will take its place among all other social functions—a necessary and often exceedingly pleasant way of bringing people of similar interests together.

Men may think it's funny that a woman's concern over these functions seems to be concentrated in the question, "What shall I wear?" But to a woman, it's a deadly serious matter, and can usually make all the difference between feeling poised and confident and wishing the earth would open and swallow her up.

For those who, like my friend, feel they're consistent wrong guessers, I offer the same suggestions I made to her. First of all I said to her, "O.K. You are on parade at a company party. But stop thinking that the choice is between leading the parade and bringing up the rear. If you want to pursue this loathsome figure of speech, the proper place for you to be is among the close-formation marchers, contributing to the general style and snap of the over-all effect by swinging along at the same pace as the others, and never getting out of step."

Here are some do's and don't's I added:

1. Think not only about yourself, but about the others who will be there. If it's a luncheon or cocktail party, all the men and some of the women will be coming straight from their offices—and there may even be a touch of five-o'clock shadow about the place. If so, you may not want to be so dazzling that you don't "match" the group.

(I well remember a party given for me in California last year. I had had a busy day of speechmaking and broadcasts, and had no time to change into "guest-of-honor" regalia. Most of the other guests, men and women alike, came directly from their offices. The women were wearing suits or simple tailored dresses. They had all stopped to apply fresh new make-up, and they looked attractive and *appropriate*. All but one, that is. She had had all day to decide what to wear, and what she chose was an off-the-shoulder, formal cocktail dress, and most of the jewelry she owned, which was considerable. She looked beautiful but miserable, and it was apparent that she was vastly uncomfortable. I felt sorry for her, but couldn't help wondering why she hadn't figured the probabilities a little better.)

2. When in doubt, underplay it. A simple, well cut suit or dress will carry a woman triumphantly through all but excessively formal occasions—and you usually know about those in advance. Even then—even when it's announcedly formal and men are

wearing evening clothes—a dinner dress, short or long, with covered sleeve or shoulder, is likely to be a better bet than a ball gown. Remember the reason you were invited was to join a group, not to attract whistles.

3. Don't experiment. Don't try out the hat you've never worn—the one where you're not sure whether the veil looks better up or down. Don't wear the shoes you haven't broken in—you may have to stand and smile for a long, long time! Or the handbag with a clasp so tricky you find yourself acting like a safe-cracker just at the moment you should be saying something bright. Don't have your hair restyled for the occasion, or try out a new shade of lipstick for the first time, or you'll find yourself missing what everybody's saying while you concentrate on sneaking furtive looks in the mirror.

### Be Yourself

4. Don't try to outshine everybody else in the place. That fire-engine red dress or traffic-stopping piece of jewelry will keep. And if your wonderful husband has just given you a new mink coat (lucky girl) and you are reasonably sure that few others present share your good fortune, this might be a good day to leave the lovely thing at home and wear that nice cloth one. Save the big debut for an evening among your close friends, who may forgive you or even rejoice with you.

What I'm saying simply boils down to the basic behavior rule for any social function: Be yourself. There's nothing about the business-social affair that imposes rules any different from those that govern dress or conduct anywhere else. If you're a non-smoker, a business party doesn't obligate you to take up the habit—but see that you don't look or act superior to those with less will-power! If you're a one-cocktail girl at home, you will acquire no further stars in your crown by becoming a three-cocktail girl at the company party—and I know from vast personal experience that one drink can be nursed through a party with no one the wiser!

A woman who attends her husband's company party in the same spirit with which she undertakes other social obligations, looking and behaving like the nice gal she is (which is why her husband married her in the first place) will soon find herself feeling at home, liking the other people she meets (Why, they're a lot like us, after all!), and having a wonderful time!

The End

*\* Cellomatic* GIVES YOU THE IMPACT, MOVEMENT AND FLEXIBILITY OF MOTION PICTURES ON A SLIDE PRESENTATION BUDGET!

Cellomatic offers you a complete visual staff. Art, color photography, photo processing, typography and creative production departments are all under one roof. This insures your sales meeting the ideas, eye appeal, visual impact and professional showmanship it must have.



- CELLOMATIC CARBON ARC PROJECTION  
Front or rear screen — Sizes up to 15'x20'
- CELLOMATIC FILM • SLIDES • VU-GRAPH
- EASEL PRESENTATIONS • SLIDE FILMS
- SALES TRAINING AIDS • STAGING SPECIALISTS

Write for information today. Better yet, see Cellomatic in action at...

CELLOMATIC CORP. 756 SEVENTH AVENUE, NEW YORK 19, N.Y.  
PATENTED BY HOWELL-ROGIN STUDIO, INC. PLAZA 7-7895



longest reach To sell and keep selling  
a product to everybody  
you must reach everybody . . . often.

Outdoor Advertising covers all the people who  
go outdoors . . . over and over again.

Take Life Savers. People of all kinds enjoy them  
and all kinds of people see them advertised on posters.  
*Outdoor Advertising is the key to impulse buying.*



ASK YOUR ADVERTISING AGENCY ABOUT OUTDOOR ADVERTISING

outdoor advertising reaches the most  
people – most often – at lowest cost

THE STANDARD GROUP OF OUTDOOR ADVERTISING COMPANIES  
444 MADISON AVENUE, NEW YORK 22



**We  
do  
it  
every  
day**

Pulling the rug out from under the established concepts and preconceived ideas of advertising is healthy exercise for any agency. And it's surprising (*or maybe it isn't*) how often it results in better advertising for that agency's clients.

**Young & Rubicam, Inc.**

Advertising • New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • Mexico City • London

# Marketing Pictographs

Planned by the editors of Sales Management and designed by Hile-Damroth, Inc.

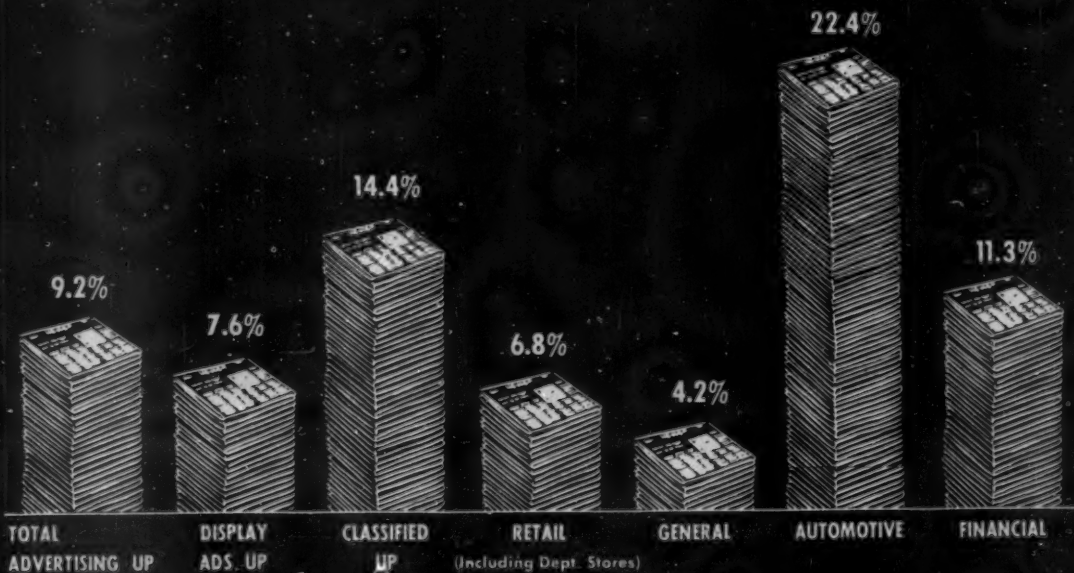
## NEWSPAPER LINAGE RIDING HIGH



Advertising records toppled and crumbled when newspaper publishers added up their linage figures for the first six months of 1955. In all classifications except "financial," advertising linage in 52 major cities was significantly ahead of the previous high, and even that exception showed a substantial gain over last year.

NEWSPAPER LINAGE RIDING HIGH - 9-20-55

THE BIG PICTURE LOOKED LIKE THIS WHEN THE FIRST 6 MONTHS OF 1954 & '55 WERE COMPARED:



THE NEWSPAPER INDUSTRY ALSO EXPERIENCED THE BIGGEST JUNE EVER. MEASURED AGAINST JUNE 1954...

NATIONAL ADVERTISING WAS UP

15.9%

RETAIL ADVERTISING WAS UP 8.9%

PICTOGRAPH BY  
*Sales Management*

Source: Bureau of Advertising, ANPA; Media Records, Inc., New York, N. Y.

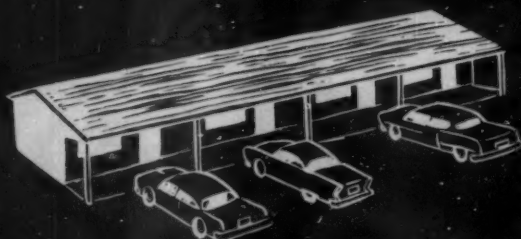
Designed by HILE-DAMROTH, INC.

In the August 15 issue of Sales Management, there appeared a timely and important article entitled "How Sales Executives Use Factoring To Boost Sales and Profits Today." This is one of the most comprehensive analyses ever published on the subject, and it is creating widespread interest.

If you did not see this article, we would be pleased to send you a reprint with our compliments. If you would like several copies for your files, please indicate the quantity. Address your request to Mr. Walter M. Kelly, Executive Vice-President, Commercial Factors Corporation, Two Park Ave., New York 16, N. Y.

# The Motel Industry: A BILLION-DOLLAR MARKET THAT DOUBLES AS A SHOWROOM

A BILLION-DOLLAR MARKET THAT DOUBLES AS A SHOWROOM — 9-20-55



The booming tourist court-motel industry has an omnivorous appetite. It consumes everything from adding machines to vacuum cleaners, ceramic tile to lawn mowers. What's more, it's an automatic showroom, having served to better acquaint the public with such developments as window air conditioners, asphalt tile, casement windows, radiant heating, foam rubber mattresses, contour chairs, glass-enclosed showers, mar-proof furniture tops, TV and even indoor plumbing.

HOW BIG IS THIS MARKET? HOW INFLUENTIAL A SHOWROOM? LET'S SEE:



## SIZE:

NO. OF MOTELS IN U.S.  
50,000

NO. OF ROOMS  
1,000,000

GROSS ANNUAL INCOME  
\$1,400,000,000

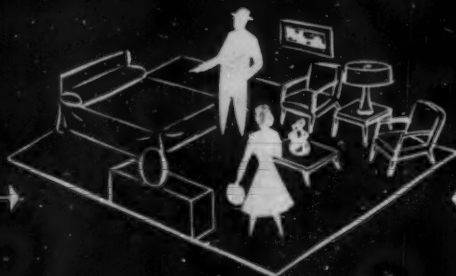
19.1% ALSO OPERATE  
ADJACENT RESTAURANT  
OR COFFEE SHOP



40% PLAN TO ADD AVER-  
AGE OF 7.9 UNITS TO  
COURT WITHIN 12 MOS.

## INFLUENCE:

AVERAGE NUM-  
BER OF GUESTS  
PER ROOM PER  
NIGHT — 1.89



AVERAGE NUM-  
BER OF PERSONS  
ACCOMMODATED  
BY MOTELS EACH  
MONTH —  
48,000,000

Source: Tourist Court Journal, Temple, Tex.

PICTOGRAPH BY  
*Sales Management*  
Designed by HILL-GAMROTH, INC.

**Farm Journal**  
and COUNTRY GENTLEMAN

**Town Journal**  
THE FAMILY MAGAZINE OF HOME-TOWN AMERICA

SEPTEMBER 1933 20 CENTS

**TOWN JOURNAL**  
— The Countryside Unit —  
**FARM JOURNAL**

Full of Features for the Whole Family



## Millions Of Lights Will Burn Late This Night!

Night has a continent to span, from East to West, from ocean to ocean . . .

In the mid-West, twilight is just beginning to haze the fields of corn. In Pennsylvania, the cows have been milked. The children are in bed and fireflies gleam like fugitive stars in the meadows . . .

The late afternoon sunlight still bathes the vineyards and orchards of California in gold while the green hills and picturesque landscapes of New England are already cloaked in darkness . . .

And so, throughout the vast, diversified countryside of America, town and farm, the lights go on across a continent. Families draw together. There is a feeling of work well done.

With the cares of the day behind, millions of countryside families, town and farm, will turn as they have so many times before to read with deep interest and affection the newest issue of their very own magazine—*TOWN JOURNAL* or *FARM JOURNAL*.

But this is no ordinary night. Millions of lights will burn *late* this night. More than a

million *new* families have been added to this already huge circle of families. This night and hereafter, in more than *five million* homes across the country, the whole family will find even more information, inspiration and real help in these the favorite magazines of countryside America.

Business and industry, too, have a continent to span with sales-provoking ideas to be delivered to the nation's families where they live—most especially to countryside families whose good opinion and custom now mean so much to so many.

A short time ago we announced the acquisition of the *COUNTRY GENTLEMAN* by *FARM JOURNAL* and *TOWN JOURNAL*, promised both readers and advertisers more for their money. With the September issues now delivered, this promise has become a fact.

Now it is easier and cheaper to reach deeply and effectively into the hearts and minds of countryside families all over America. Now campaigns can be made larger and more effective with the money saved. Readers, advertisers and retailers—all will benefit greatly.

FARM JOURNAL, INC. • Philadelphia 5, Pa. • *Graham Patterson*, Publisher • *Richard J. Babcock*, President

# GREENS LEAD THE COLOR PARADE

Charcoal gray may be here to stay, but home owners like green, yellow, blue and white better. And, alert manufacturers of colorful products might do well to take a cue from these stated preferences in home wall hues. After all, these are the colors families say they would like most to live with;

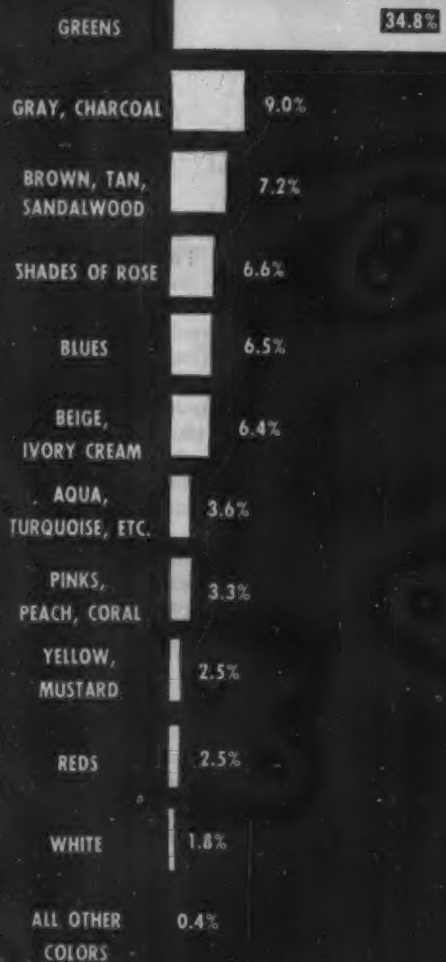
therefore their choices should serve as a fairly reliable index to current color favorites.

Of course each product and each room has its own personality, so let's see what colors express these different personalities in the minds of home owners. Those who had a color choice voted for:

## VARIETY USE LIVING ROOM



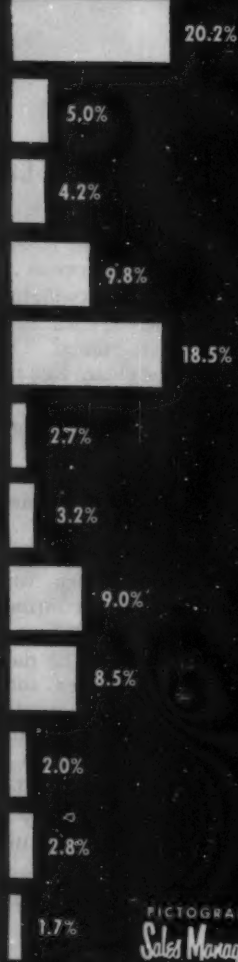
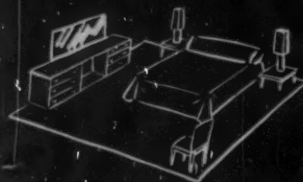
COLOR GROUP  
PREFERENCE BY %



## CHEERFULNESS KITCHEN



## RESTFULNESS MASTER BEDROOM



## Greatest Use Of Major Cosmetics Products Is Among Younger Women

If you sell cosmetics and toiletries, your best customers are under 25!

This has been confirmed by Dell Modern Group's just-issued 19th Survey of Beauty after an extensive study of the cosmetics and toiletries buying habits of readers in every section of the United States.

That's why more and more advertisers with beauty products to sell are telling their stories to the young, beauty-conscious women who read Dell Modern Group magazines... Modern Screen, Modern Romances and Screen Stories.

For specific information on your product, the 19th Survey of Beauty (covering 83 different product classifications) is now available.

*Per Cent Use By Age Groups For Six Major Cosmetics Products*

PRODUCT	17 & Under	18-25	26-35	36-45	46 & Over
Shampoo	99.0%	98.4%	95.9%	94.5%	88.6%
Bob Pins	76.2	78.6	75.1	73.2	55.6
Mascara	33.7	47.4	46.9	44.1	33.2
Lipstick	99.0	99.3	99.2	96.9	87.5
Toothpaste	91.1	88.9	83.8	78.7	58.3
Deodorant	95.0	100.0	97.5	96.9	81.9

ADGRAPH BY

# DELL MODERN GROUP

MODERN SCREEN

MODERN ROMANCES

SCREEN STORIES

DELL PUBLISHING COMPANY, INC. - 261 FIFTH AVENUE, NEW YORK 16, N. Y.

# CORPORATE SALES VOLUMES— AND HOW THEY'RE DIVIDED

A quick look at the sales breakdowns of a few multi-product and multi-service companies. The information is taken from annual reports and other company sources.

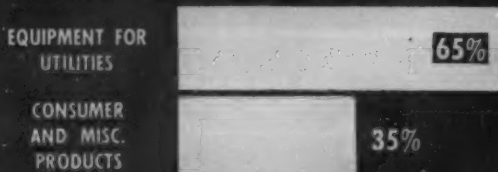
## ALLIS-CHALMERS MANUFACTURING CO.

1954 sales volume \$492.9 million



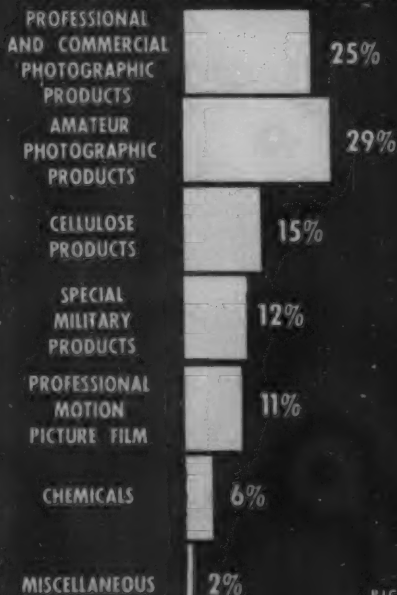
## McGRAW ELECTRIC CO.

1954 sales volume \$132.8 million



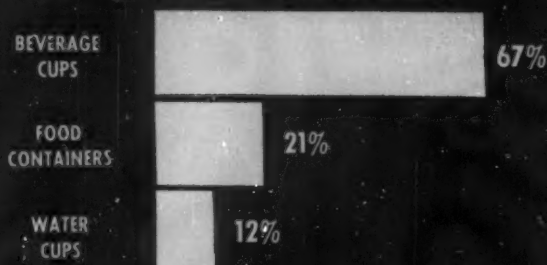
## EASTMAN KODAK CO.

1954 sales volume \$633.5 million



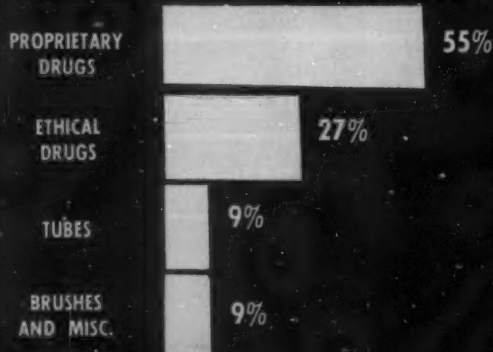
## DIXIE CUP CO.

1954 sales volume \$44.38 million



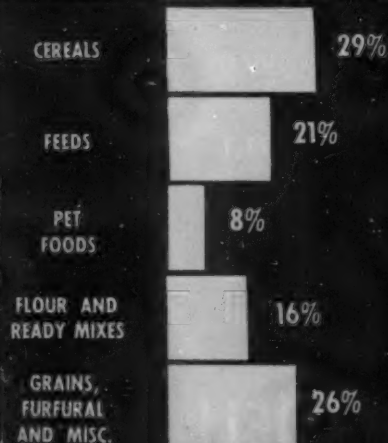
## BRISTOL-MYERS CORP.

1954 sales volume \$62.4 million



## THE QUAKER OATS CO.

1954 sales volume \$266.13 million



## EXECUTIVE SHIFTS IN THE SALES WORLD

### **Bell & Howell Co. . . .**

G. W. Wallin to newly created executive v-p of the Three Dimension Co., a division.

### **Cochran Foil Co., Inc. . . .**

H. G. Banks to director, sales.

### **DeJur-Amsco Corp. . . .**

David Sigler to national sales manager, Business Equipment Division.

### **The House of Seagram, Inc. . . .**

Three new directors: Herbert W. Evenson, executive v-p, Seagram-Distillers Co.; Tubie Resnick, executive v-p, Calvert Distillers Co., and Jay Gould, executive v-p, Frankfort Distillers Co.

### **Hyster Co. . . .**

Joe W. Morgan to sales manager, Eastern Tractor Equipment Division.

### **Indian Head Mills, Inc. . . .**

Sigo Mohr, Jr., to sales manager of newly created Finishing Division.

### **Kraft Foods Co. . . .**

Charles F. Goetling to national sales manager, cheese products.

### **Landers, Frary & Clark . . .**

Stanley G. Fisher to general sales manager.

### **Martin-Senour Paint Co. . . .**

Richard W. Hughes to sales promotion manager.

### **Monsanto Chemical Co. . . .**

Arthur P. Kroeger to associate director of marketing; Cyrus W. Merrell to assistant to director of marketing, Organic Chemicals Division.

### **Outdoor Advertising Inc. . . .**

Harold Holt to v-p and national director, research and sales promotion.

### **Servel, Inc. . . .**

Harry Bowser to director, sales development; E. A. Nash to merchandising manager and Donald B. Smith to advertising and sales promotion manager, Home Appliance Sales Division.

### **Sharon Steel Corp. . . .**

W. J. McCune to general manager, sales.

## TROY (N.Y.) CITY ZONE BUYING POWER UP \$30,939,000

The 37,200 Troy City Zone families are buying more each year.

The Troy City Zone Effective Buying Power for 1955, according to a special analysis by Sales Management, is \$207,818,000. This is \$30,939,000 more than the Effective Buying Income for 1950.

Production growth by the 200 diversified industries in the city zone causes this increase. Marked payroll rises have resulted this summer at the Watervliet Arsenal, Allegheny Ludlum, General Electric Co. (Waterford silicones plant) and Berk-Ray. This typical area industrial advance is reflected in the 12 per cent increase in telephone installations and a lively building boom underway in Latham—an important part of the Troy City Zone.

Cultivate this important market to keep your sales figures on the upswing.

## THE RECORD NEWSPAPERS

THE TROY RECORD

THE TIMES RECORD

TROY, N. Y.

Circulation: 47,582

Rate: 20c

### Today's Sales Promotion

One of a series of SALES MANAGEMENT research studies conducted in collaboration with the Sales Promotion Executives Association.

## The Bang-Up Sales Bulletin: Your Best Buy in Management Tools

- It's a jack-of-all-jobs for communication with the sales force.
- It's a morale-builder, a tonic for the tired salesman.
- It's a means for cutting down unnecessary correspondence between field men and home office.
- It's an effective training medium.
- It's a builder of team play.

A well-edited sales bulletin is probably sales management's biggest "bargain buy."

It's hard to equal for versatility. It's probably the fastest and most dependable medium of communication between home office and salesmen in the field. For many companies it is indispensable.

Sales departments agree that a properly designed bulletin is "one low-cost dependable device" for meeting a problem which confronts every sales executive: achieving fast, clear, and frequent communication with salesmen. The bigger the company, the more far-flung its distribution area, the more acute the communications problem is likely to be. Without good communication, personal selling effort fails to coordinate with advertising and promotion. Morale slumps. Salesmen suffer from ups and downs.

Seventy-five members of the Sales Promotion Executives Association, who as part of their job prepare salesmen's bulletins, contributed to this study of objectives, format, contents, cost, and values of such bulletins.

Panel members for the most part represent big and medium-size companies in a variety of consumer and industrial fields. Among firms represented:

Philip Carey Mfg. Co.; E. I. DuPont de Nemours & Co. (Inc.); Socony Mobiloil Co.; The White

Motor Co.; The Crosley and Bendix Home Appliances Divisions of Avco Mfg. Corp.; Ray-O-Vac Co.; Trans-World Airlines Inc.; Publicker Industries, Inc.; Power Pak Products Inc.; Heydays Shoes, Inc.; Eastern Air Lines, Inc.; Friedman-Shelby Branch, International Shoe Co.

Commercial Controls Corp.; Congoleum-Nairn, Inc.; Libbey-Owens-Ford Glass Co.; Radiant Mfg. Corp.; Superior Tube Co.; Sargent & Co.; The Toni Co., a Division of the Gillette Co.; Munsingwear, Inc.; White King Soap Co.; Arnold, Schwinn & Co.; Carpenter Steel Co.; H. J. Heinz Co.; National Broadcasting Co., Inc.; The Todd Co., Inc.; Johnson & Johnson; The Whitehead and Hoag Co.; Schieffelin & Co.; New York Life Insurance Co.; Chivas Brothers Import Corp.; Cities Service Oil Co.; Broadcast Equipment and Industrial Electronics Division, General Electric Co.; Admiral Corp.; Remington Rand, Division of Sperry Rand Corp.; International Cellucotton Products Co.; Cupples Co.

In appraising the values of a sales bulletin, the panel group expressed these opinions:

1. A good bulletin gets to the heart of the crucial problem of bridging the distance-gap between office and field.

2. It is an excellent means for

giving territory salesmen a "sense of belonging" — improving morale and teamwork, and engendering and maintaining enthusiasm. ("We try never to leave anyone alone out in left field.")

3. It is effective as a training medium. It offers opportunity for the exchange of ideas on productive sales techniques, gives salesmen a better understanding of advertising and promotion, teaches best use of selling tools.

4. It helps substantially in getting better coordination of effort for current sales programs and special promotions.

5. It can be credited often with direct increases in sales through publication of information about new product applications and potential new markets.

6. It can be used to increase understanding of company policy.

7. It provides, when the format is right, a body of current reference material on such subjects as prices, models and package units, and thus reduces the volume of correspondence with the home office.

What are the ingredients of an effective sales bulletin? Answers to this question are organized in the chart on the facing page. In their replies, most panel members pointed to three factors: *qualities*, such as brevity and clarity; *kinds of content*, such

"Format easy to read—we fail here very often."

"Specialized subject matter not available elsewhere".

"A friendly rather than a demanding approach".

"Easy to read and looks it".

"Comparative standings on all facets of sales do wonders".

"Plain simple language; many 'you's', few 'we's'".

"Write to the men as men—not as if they were boys".

## Formula for a Hard-Hitting Sales Bulletin

	QUALITY	CONTENT	FORMAT
These elements are of primary importance:	{ Skillful writing Newsiness Brevity	Helpful and practical "how-to" material	Easy to read Short copy
These elements are very high in importance:	{ Clarity "You interest" Sincerity	Case histories of successful sales	
These elements are high in importance:	{ Tone of inspiration, optimism	Factual reporting, no preaching	Good illustration
These are other desirable elements:	Change of pace	Suggestions for outside sources of self-help	Exciting layout for announcements of special promotions.
	Humor	Reminders of short-term goals	Good title
	"Feeling of belonging"	Intelligence about competitive activities	Easy to file for reference
	Adult approach	Instruction in use of sales tools	
	Absence of repetition		
	Continuity		

"Keep salesmen's selfish interests in mind".

"Constructive realistic suggestions—no flowery cliches".

"Keep the bulletin free from hysteria".

"Will it help the salesmen to earn more money?"

"Credit salesmen with a good application of a sales idea".

"Never write just because 'it's time for another bulletin'".

**It's Tufide**

**Gift-Giving Time**

**Tufide**

For A Secretary  
For A Customer  
For The Boss  
For A Friend  
For The Executive  
For A Buyer  
For The Accountant  
For The Salesman

Go TUFIDE at leading department stores, stationery, luggage and gift shops. Or write direct for complete information on the TUFIDE line.

### ... Says "Merry Christmas" For Years To Come!

There's a handsome TUFIDE Case that's just right for every customer, business associate, employee and friend you want to remember this Christmas. Distinctive ... practical ... appropriate ... TUFIDE is a perfect gift that will be appreciated—and used—everyday.

### Guaranteed

... For Five Full Years!

Your TUFIDE gift keeps on saying "Merry Christmas" for you every day of the year for five full years. That's because TUFIDE — and only TUFIDE — is unconditionally guaranteed that long. Amazing TUFIDE has the smart styling, the rich good looks you'd expect to find only in the most expensive of leathers. Yet it costs far less! TUFIDE looks like leather ... feels like leather ... yet outwears leather 5 to 1, by actual test. No wonder TUFIDE is America's biggest selling line of business cases. Choose TUFIDE ... your best buy for Christmas gift-giving, personalized with name imprinted in gold, to your specifications.

**Stebco Products** 1401 W. Jackson Blvd., Dept. A-32, Chicago 7, Ill.

as case histories of successful sales, and helpful instruction in the use of sales tools; *physical format*, such as good organization, short paragraph structure and good illustration.

**What about costs?** Biggest element in bulletin costs is, of course, the time spent in gathering and writing the copy. Since few firms "cost" this element, no figures are available. But 37 of the survey respondents did produce estimates on production costs per man per year. They ranged from a low of 25 cents to a high of \$500. If we eliminate the \$500 figure (a freak) and average the rest, we get an average cost of \$11.64.

**Mailing practices frequency:** Among the 75 companies reporting, 56% send bulletins to the office; 44% to salesmen's homes. (All percentages quoted in this report are rounded off to the nearest digit; all are based on total number replying to each question. There were a small number of "no answers" to some of the questions.)

Frequency: monthly, 33%; semi-monthly, 14%; weekly, 27%; irregular, 26%.

**All about format:** Over three-quarters of all reporting firms—77%—use the same format every issue; 33% believe in variation.

Method of reproduction:

Mimeograph:	41%
Multilith:	23
Offset:	18
Ditto:	8
Letterpress:	8
Duplimat:	2

Page size, folio: 80% use letter size for convenience in mailing, to fit standard file folder or ring-binder. Half of the panel company bulletins run from one to four pages. About 17% stick to one page.

Use of color: 40% use color, 60% black and white only.

Inside vs. outside processing: 77% handle production within their own organization; 33% use outside services.

Use of illustration:

Photographs:	48% use.
Drawings:	57% use.
Cartoons:	57% use.

Who writes copy: In about one-third of the firms bulletin copy is written by the sales promotion manager; in about one-fifth, by the general sales manager or sales manager.

Beyond these, the bulletin may be anybody's baby; it may be written by

the assistant sales manager, a freelance writer, sales planning office personnel, merchandise manager, training department editor, advertising manager, or district managers.

In 75% of the companies reporting, more than one person contributes to the bulletin. Such contributors may include the president, vice-president in charge of sales, secretary, treasurer, service manager, chief clerk, sales supervisors, personnel in contract administration, purchasing agent, technical advisers and salesmen themselves.

### Primary purposes of sales bulletins:

In this group of firms, the sales executives' hope their sales bulletins match well the analyses of bulletin values:

In specifying primary objectives, the research group placed heaviest emphasis on keeping lines of fast communication open for news vital to the salesmen in their daily work. Most mentioned classes of urgent news: promotional and advertising plans, price changes, product changes and new products, package changes and new packages, new markets, new product applications, competitive activities, reports on general business and industry trends and conditions.



What's Going On In Oklahoma?

## OKLAHOMA CITY GROWS AS HEADQUARTERS FOR HEADQUARTERS

One reason why Oklahoma is building at a record pace (80% ahead for the first six months of the year) is the construction of new commercial and office buildings.

Oklahoma City is known as a headquarters for headquarters because so many commercial, government, trade and firm headquarters are located here. New multi-story office buildings are sprouting both in suburban areas and downtown.

Wholesaling and distributing—along with oil, farming, livestock, manufacturing and military establishments—contribute to Oklahoma's diversified economic structure that causes Oklahoma's continual growth.

Your sales can grow in Oklahoma, too—when you advertise in Oklahoma's statewide newspapers.

## THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES



Published by the Oklahoma Publishing Company  
The Farmer-Stockman, WKY Radio, WKY-TV  
Represented by The Katz Agency, Inc.

# Seattle is **BUSY**

Things are really humming in Seattle! Industries and businesses are breaking all production, sales and employment records. This activity is good news to advertisers who want to sell their products and services in the Seattle market.

**ADVERTISERS FIND THAT FREQUENT, HEAVY SCHEDULES IN THE SEATTLE TIMES PAY OFF! ACT NOW FOR FALL.**

**Circulation, Advertising Leadership:** Readers and advertisers alike continue to demonstrate their confidence in The Seattle Times—as proved by these media records and ABC figures:

During the first six months of 1955, The Seattle Times lineage gain over the same period in 1954 was 1,850,683 lines. The second newspaper's gain was only 654,252 lines. The Seattle Times dominated the daily newspaper advertising field with 60% of the lineage offered. In daily circulation, The Seattle Times this year leads the second newspaper by 25,028 compared with 16,140 a year ago.



## The Seattle Times

**SEATTLE'S ACCEPTED NEWSPAPER**

Represented by O'Mara & Ormsbee, Inc.

New York • Detroit • Chicago • Los Angeles • San Francisco



The majority hope that their bulletins help to build and maintain morale, "re-charge" and inspire their salesmen, project the feeling that the home office wants to be helpful and is concerned about their welfare at all times.

Recognition of the need for continuous training showed in statements of primary purpose through emphasis on the bulletin as (1) a medium for the exchange among salesmen of successful sales ideas, and (2) for supplying practical sales-building suggestions from the home office.

There were scattered mentions of stimulation of the competitive spirit through frequent reports on (1) individual and division standings, (2) self-training through practical reading of both company materials and outside publications, and (3) training in the mechanics of the sales job.

#### What goes into the bulletin?

It is to be assumed that readers of this report realize that no single bulletin "formula" is right for everybody. The particular "mix" for a particular company must be dictated by such factors as the nature of the business, the personality pattern of the sales force, the character of short- and long-range sales objectives.

This percentage analysis of the content of sales bulletins in 75 companies is therefore most useful as (1) a check list to apply to your present bulletin formula in seeking ways to improve your own copy "mix," (2) the basis for designing a bulletin from scratch, for companies that do not publish a salesmen's bulletin.

The percentage figures show what proportion of our 75 panel companies uses each type of subject matter for bulletin copy:

Messages from president, chief sales executive, other top executives 65%

Price changes, 67%

Package changes, 58%

Reports on current advertising, 93%

Reports on current sales promotion, 93%

Information on general business conditions, 77%

Status of competition, 77%

Style changes, 60%

Instructions in sales routine, 60%

How to use sales tools, 100%

Current industry news, 87%

Pertinent quotes from outside sources, 74%

Pertinent quotes from inside sources, 56%

Stories of successful sales and how they were made, 87%

Stories of successful promotions by



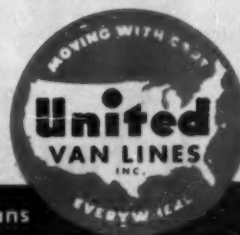
**"Pre-Planned"**

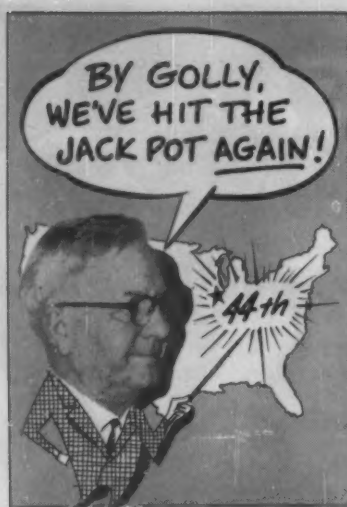
## United Moving takes ALL the details off your hands!

**W**HY worry about packing, loading routing, scheduling and other problems when you transfer personnel? Just call your nearest UNITED Agent . . . tell him who you want to move, where and when you want them moved. He carefully *Pre-Plans* every little detail . . . anticipates every problem . . . assures a smooth, safe, clean move. And this better service costs no more.



PRE-PLANNED Moving In *Sanitized Vans*





... says Perry LaBounty

"We're sure bustin' our seams this year. First we hit that old 50,000 city market figure and now we're listed as the 44th hottest market in the country by National Market Analyst."

## BLOOMINGTON-NORMAL

ILLINOIS ★ CITY ZONE

NOW

# 51,025\*

- Biggest population gains in history
- Biggest home-building boom . . . with 600 new homes (Av. \$15.00) in 10 subdivisions
- Over 100 industrial plants going full blast . . . including brand new \$7,000,000 G.E. plant
- Average family income \$6120.00 (National av. only \$5,274)

## ILLINOIS' FIFTH LARGEST NEWSPAPER RETAIL MARKET

(Excluding Chicago)

\*\$152 Million subscriber purchases

In addition to 99% carrier-delivered coverage of the important Bloomington-Normal city zone, The Pantagraph has a big plus market of 77,744, representing 24,294 subscriber families in 85 communities—97% home delivered. Any wonder it's a potential Standard Metropolitan County Area.

Get the new picture of the importance of this richest industrial-farm area in the Mid-West. Get all the facts from Gilman, Nicoll & Ruthman, national advertising representatives, or write Perry LaBounty, National Advertising Manager.

\*ABC Audit Report, Sept. 30, 1954, Para. 28-b

THE

# Daily Pantagraph

BLOOMINGTON-NORMAL, ILLINOIS

127 mi. SW of Chicago—157 mi. NE of St. Louis

80

dealers, jobbers, distributors, sales agents, 80%

News of human interest stories from other departments in the business, 52%

Testimonials or performance reports, 57%

Reports on individual and district sales standings, reports on contest standings, 38%

Reports that demonstrate company recognition, such as favorable publicity, awards received, etc., 77%.

SALES MANAGEMENT asked survey respondents to indicate what types of subject matter in the above list received greatest emphasis. These were the subjects considered most important: News of current advertising and sales promotion; of new products and improvements in old products; stories of successful sales and how they were made; suggestions on how to use sales tools; news of general business and industry conditions, price changes, and inspirational material.

**The salesman's wife:** This question was included on our survey blank: "Do you regularly or frequently include in your bulletin anything of specific interest to the salesman's wives?"

About 30% said "yes." About 10% mail separate copies of the bulletin to the wives at home addresses.

Far ahead of all other "wife-interest" subjects were contests and their accompanying cash or merchandise prizes. One company includes in its bulletin "an occasional article written by a salesman's wife." Several make a point of mailing with the bulletin a reprint of any available current magazine article dealing with ways in which wives can help their husbands get ahead in business. One firm making raw materials which go into products for the home gives the wives a "sneak preview" of such new products. Still another writes an occasional letter addressed directly to the wives.

**Readership—how high?** Slightly more than half—53%—of the survey respondents believe all their salesmen read the sales bulletin regularly and with interest. Thirty-eight percent say "most" of their salesmen read it. Only one disenchanted executive reported that he thought none of his men read the bulletin.

**Some good names:** SM's editors agree with several of the contributing executives who expressed the opinion that a sales bulletin ought to have a good name. Many bulletin names lack originality and color . . . many

are just called "The Bulletin," or "The Sales Bulletin," or something similar. Some are nameless. Here are several names meriting mention:

"Burry Bandwagon"—Burry Bisquit Corp.

"The Tiller"—The Miller Co.

"Punch Lines"—Commercial Controls Corp.

"Selling Slants"—Congoleum-Nairn, Inc.

"Grindlegram"—Grindle Corp.

"Sargent Sentinel"—Sargent & Co.

"Toni Tattler"—The Toni Co., a Division of the Gillette Co.

"Gong"—Munsingwear, Inc.

Modest though it may be, the sales bulletin is relied on for its adaptability and respected for its power to inform, motivate and stimulate the salesman in the territory. When thought, writing skill and sound editorial sense go into its making, the sales bulletin is easily sales management's best buy for dollar of investment.

The End

(Later studies in this series will cover other sales promotion tools and devices, important phases of sales promotion policy, and specific phases of sales promotion management.—The Editors.)

## Railway Express Contest Gets "Off-Track" Business

Railway Express Agency's 1,500 drivers are becoming increasingly sales conscious as a result of a current "Salesman of the Month" contest. With 188 winners named each month getting a variety of merchandise prizes for their business-building accomplishments, the company is getting a good deal of "off-the-beaten-track" business that might not have ordinarily moved by express.

The contest has also made the drivers aware of local and seasonal sales opportunities.

Out of the 188 winners each month, a panel of judges selects the three employees who have done the most outstanding selling job. One is named Star Salesman and two get honorable mentions. The Star Salesman is given his choice of an award approximately five times the value of a regular salesman award. Honorable mention winners win prizes valued at about half that awarded the Star Salesman.

SALES MANAGEMENT



## "It Pays to Follow MICHIGAN FARMER,"

Says Alvin H. Hansen, Montcalm County, Michigan

MICHIGAN FARMER reports the payoff practices—for Michigan farmers. How well modern practices pay off is exemplified by this Montcalm County farmer. In nine years he paid for a \$40,000 farm and built it into an enterprise valued at a quarter million.

For this accomplishment Alvin H. Hansen was chosen as *one of America's four outstanding young farmers* by the National Junior Chamber of Commerce, and named *one of the country's top three farmers* at the Centennial of Farm Mechanization, Michigan State University.

The answer to the high prosperity of Michigan farmers is simple. *Diversification!* It keeps income *steadier*, coming in at about the same level every month.

To cash in on this big, steady market use the magazine preferred by 4 out of 5 Michigan farm

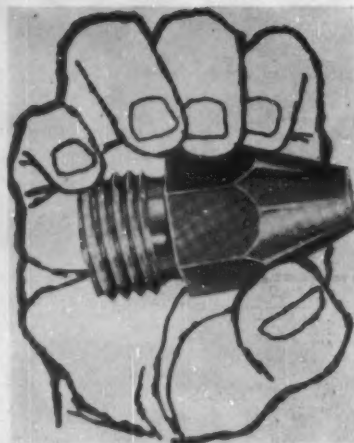
families—MICHIGAN FARMER. It's convenient—published twice each month. It's low in cost—rotogravure printed to save *you* plate costs. Two companion papers reaching rich farm areas are THE OHIO FARMER and PENNSYLVANIA FARMER. Just a card will bring full facts on all three. Write 1010 Rockwell Avenue, Cleveland 14, Ohio.

# Michigan Farmer

East Lansing, Michigan

THE OHIO FARMER—Cleveland, Ohio  
PENNSYLVANIA FARMER—Harrisburg, Pennsylvania

Competition grows hotter for producers of brass and steel products. Kaiser is renewing its promotion of aluminum as a replacement in screw machine stock. For any industry, here are transferable ideas on . . .



## How to Take Sales Away From Entrenched Competitors

**An interview with M. J. O'HALLORAN**  
**Product Sales Manager for Rod, Bar and Wire,**  
**Kaiser Aluminum & Chemical Sales, Inc.\***

October marks the start of a new campaign by Kaiser Aluminum to win for its screw machine stock a still bigger bite of the market. The sizable bite it took last year resulted from a campaign to convert buyers from conventional metals to aluminum.

The 1955-56 promotion will bear more heavily on the conversion theme, support benefits arguments with testimonials of successful conversions from brass or steel parts. There will be wider dissemination of technical information on aluminum vs. brass or steel screw machine stock and specific job applications, particularly to job shops. Some of the new budget will be used to finance more field work by advertising department personnel.

Advertising theme and selling techniques for the new campaign were tested in a program conducted last fall and winter by Kaiser Aluminum. Its objective was the same as the current one: To win converts for aluminum by providing what company executives call "hard-nosed facts" on comparative costs. The advertising, which cost only \$45,000 and was prepared by Young & Rubicam, Inc., San Francisco, ran from October 1954 through January 1955. It was part of an exhaustive sales campaign.

"Because the total campaign pro-

duced such good results," says M. J. O'Halloran, product sales manager, "we planned a repeat performance for 1955-56." The "good results" included substantial increase of Kaiser Aluminum's share of the total market for aluminum screw machine stock; a better and more enthusiastic selling job by distributors and their representatives and the company's own field men.

Last year's campaign also won the company first prize in the National Industrial Advertisers Association Topper competition. Kaiser Aluminum representatives will receive the award in San Francisco September 12 from NIAA president, John C. Freeman.

The new campaign aims to:

1. Sell the parts buyer on specifying aluminum for screw machine parts.
2. Sell the parts manufacturer on recommending, machining and supplying machined aluminum parts to the parts buyer.
3. Increase Kaiser Aluminum's share of the total market for aluminum screw machine stock.
4. Increase the total market for aluminum screw machine stock.

The program was and will continue to be one of conversion only.

O'Halloran explains: "We would not argue that our material could or should be substituted for any and every job. But we do know that there

are many applications where aluminum screw machine stock can replace brass, say, at a lower cost and do as satisfactory a job, or a better one. Manufacturers and buyers are often unaware of these facts. We want to stimulate investigation and study of price and other advantages of our material. That was our aim in last year's promotion and it's our aim now."

For example, in shop tests Kaiser Aluminum was able to show big savings. For a certain part, costs for brass included 25 cents for setup, \$10 for labor, \$14.99 for material, and 25 cents for chasers. Total was \$25.49 for 1,000 brass parts.

Setup, labor, and chaser costs were identical for aluminum. But the material cost was \$6.39 and total cost \$16.89 per 1,000 parts for aluminum. This represented a saving of \$8.60 a thousand in aluminum compared with brass on a knurled cap screw.

In the case of a threaded blowgun nozzle, a comparison of brass and aluminum costs showed: tooling, \$20; setup, \$1.60; labor, \$13.40, but the aluminum part cost \$23.12 per 1,000, compared with \$31.06 per 1,000 for brass.

To get facts like these across educational advertising was necessary because, at a cursory glance, aluminum rod and bar, compared with steel or brass on a pound-for-pound basis of raw material, is not cheaper. Brass costs less per pound. But you get more aluminum. Because of the lightness of aluminum, three times as many parts can be machined from it as from an equal weight of brass. Throughout the campaign the ad-

\* Chicago

HOME-STATE FARM QUAD MAGAZINES PUT YOUR ADVERTISING ON . . .

# Fertile Ground

FOR  
MAXIMUM  
FARM SALES



in the billion dollar Farm Market of **WASHINGTON, OREGON, IDAHO AND UTAH**

It takes more than just words in advertising to sell farmers. It also takes the right medium read by the right prospects. For words, like seeds, must be planted firmly in fertile ground for maximum sales germination.

Each year, more and more advertisers find profitable proof of this with home-state **PACIFIC NORTHWEST FARM QUAD MAGAZINES**—The Washington Farmer, The Oregon Farmer, The Idaho Farmer and The Utah Farmer. Find that their advertising investments prove fertile, not futile . . . with each dollar coming back many times bigger in PLUS-profits.

Why? Because with its local sales appeal, Farm Quad advertising takes deep root in the billion dollar Pacific Northwest farm market . . . where 42% of all farms in the 11 Western states constitute a market as large as any Pacific Northwest metropolitan area . . . and where in 1954 farms grossed an average 33% more income per farm than farms of the other 44 states—EXTRA income equal to the earnings of 61,007 average U. S. farms!

For your full sales harvest, put Farm Quad advertising to work for you, too. By serving local, diversified state farming best with local, diversified state farm news and information, Farm Quad magazines have earned the coveted reading preference—and confidence—of their home-state farmers . . . and unequalled coverage of their 194,107 farms with a combined circulation of well over 190,000! By impressing your sales story on the greatest number of Pacific Northwest farms with the greatest possible influence, Farm Quad has what it takes . . . to make farm buyers take — what you have for sale!



THE BILLION DOLLAR  
FARM QUAD MARKET

## FARM LIVING STANDARDS HIGH IN THE PACIFIC NORTHWEST

COMPARED WITH NATIONAL AVERAGES

- 41% more farms have telephones
- 17% more farms have electricity
- 23% more farms have automobiles
- 23% more farms have electric washers
- 133% more farms have electric water heaters
- 61% more farms have milking machines
- 13% more farms have grain combines
- 29% more farms have tractors
- 51% more farms have motor trucks

Source: 1950 Census of Agriculture

Selling Petroleum Products, Automotive or Farm Equipment, Automotive Accessories, or Electric Appliances? Write Advertising Manager for sales-building booklet today.

### ADVERTISING REPRESENTATIVES

Western Associated Farm Papers, Chicago, New York, San Francisco

GENERAL OFFICES: Spokane, Washington

STATE OFFICES: Seattle, Portland, Boise, Salt Lake City



NET PAID CIRCULATION OVER 190,000 EACH ISSUE

vertising, direct mail, related literature, sales aids and a variety of dramatically used tools, visually emphasized and demonstrated this fact.

Steel also is cheaper than aluminum, if you think in simple terms of material costs. But the buyer, the manufacturer, the distributor selling aluminum were persuaded to think in other terms. For example, machining steel is slower. Using aluminum, you pick up savings in tool wear, in machine time, and in costs of finishing. ("Aluminum requires no plating because of its natural attractive finish and resistance to rust and corrosion.") Brass also may require some finishing. Prospective customers were urged to look into comparative design factors and choose their metal on the basis of these several cost considerations.

### Savings Pinpointed

Spreads, two-color copy were used to present such job-study facts, with breakdowns of manufacturing data and costs and pinpointed savings in dollars and in percentages for a specific part or combination of parts bought in 10,000 lots.

Addressed to parts manufacturers, the advertisement's caption asked, "Which would you choose to get the job?" In ads addressed to parts buyers the same basic copy was headed: "Low costs like these . . . with Kaiser Aluminum stock can save you thousands of dollars a year!" Another effective head was, "75% saved! By switching from brass to Kaiser Aluminum screw machine stock."

To reach the parts buyer the company took space in *Product Engineering* and conducted a direct mail campaign using its own mailing lists, supplemented by the direct mail service of McGraw-Hill, publishers of *Product Engineering*.

To reach the parts manufacturer,

space was taken in *Screw Machine Engineering* and *American Machinist*. Direct mail follow-up made use of company mailing lists.

To reinforce the program, direct mail literature was made available to—and forwarded by—the company's distributor organization selling rod and bar material.

"Bringing our distributors into into this promotion and gaining their active participation was an important objective," O'Halloran emphasizes. "In planning the advertising itself, and in the selling effort integrated with it, we were as much concerned with backing up our distributors and enlisting their continuing selling efforts as we were in gaining greater recognition and bigger sales for our product."

For its rod and bar material sold to mill accounts ordering in carload volume, Kaiser Aluminum's own salesmen make direct contact. Smaller orders, regardless of the size of the customer, are handled by the distributor organization. Since, in total volume sold, the greater part of aluminum rod and bar sales are made through distributors, this group holds a key position in the sales setup. Many of these same distributors sell screw machine stock of the competing metals.

While the advertising campaign was still in the planning stages, Kaiser Aluminum field men called on the distributors to get names and home addresses of every individual concerned with the promotion and sale of rod and bar. Each man was then invited to join the Three-to-One Club. On the membership card the club's president, Al Luminum, certified that the bearer "is cognizant that the wonder metal, Aluminum, is three times lighter than any other screw machine metal and is therefore justly entitled to membership in the Three-to-One Club and to all rights,

privileges and immunities as provided on the reverse side hereof." There the bearer read that "in recognition of his unswerving loyalty to club principles," he: "Has the privilege of converting all unenlightened screw machine houses and machine shops to the manifold advantages of aluminum over other metals. And is henceforth immune to the slings and arrows of outrageous fortune in connection with all future sales."

Company salesmen were inducted into membership in the Three-to-One Club, invented just for the promotion. A series of newsletters acquainted salesmen with details of the program. Al Luminum, who signed the letters, described the forthcoming advertising, listed magazines to be used, and explained how the salesmen could tie in their own efforts to make the advertising work for them in producing more sales.

### "Alluminating" Stories

For the distributor salesmen there was a "true confessions" contest ("I've been Alluminated") in which the men could compete for small prizes—and lots of kudos—by telling a true story of how they converted a prospect from a competing metal to aluminum rod and bar.

"The men in our advertising department are the first to emphasize that magazine space alone cannot do a selling job," O'Halloran says. "Personal presentation must complete the process. Our idea men felt they should put something tangible into the salesmen's hands that would (1) tell the same story as the advertising and (2) give the salesman genuine reasons to make calls."

One such sales tool was a desktop presentation piece the company called a comparison kit. A case his-

**NO. 1**  
SELLING  
MEDIUM  
in the

**NO. 1**  
FARM  
MARKET

**WALLACE'S FARMER**  
Iowa Homestead  
Dante H. Pierce, Pub., Des Moines, Ia.

**NO. 1** BY EVERY  
STANDARD OF  
MEASUREMENT



**In Chicago, it takes 2—  
to register**

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the...



**CHICAGO  
SUN-TIMES**

211 W. Wacker Drive, Chicago • 250 Park Avenue, N. Y.

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE

REPRESENTED BY: SAWYER-FERGUSON-WALKER CO., LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA • HAL WINTER CO., MIAMI BEACH

SEPTEMBER 20, 1955

# Household Magazine

## 100%

### HOME SERVICE

... NO NEWS

... NO FICTION

... NO COMPROMISE

—if your product belongs in 2½ million homes your advertising belongs in . . .

## Household Magazine

Capper Publications, Inc.

Topeka, Kansas

### Find a Happy Medium

It is folly to tie a salesman's hands and expect him to sell goods. It is equally foolish to permit the salesman to be the sole judge of what is to be done and leave him entirely to his own devices. Somewhere between a set of rigid rules, that leave no initiative for the salesman, and the policy that necessitates him to work out his destiny single-handed, is a happy medium which each sales manager should seek.

—From an address by R. A. Gopel  
Director of Sales Training  
Koppers Company, Inc.

tory of aluminum vs. a competitive material, it illustrated the "three-to-one advantage of aluminum" by picturing a bar of aluminum approximately six inches long above a bar of brass approximately two inches long, and parts made from the respective lengths of bar—three parts from the aluminum, one part from the brass. (Both weighed the same.) The machined parts were attached.

A facsimile self-mailer was produced as a follow-up.

Each carried the same story as the advertising.

A second piece was a two-color, four page folder with attached machined aluminum part, describing correct angles to which cutting tools must be ground for top efficiency in machining aluminum.

A third tool was called a screw machine stock weight calculator. In color, the slide rule type calculator had a dual purpose: (1) It helped the salesmen to sell; (2) it could be left with the customer as a gift.

Fourth was a practical aid the prospect or customer could use in his daily work. Kaiser Aluminum calls it an Availability Chart—a wall chart with the weights and availabilities for aluminum rod, bar and wire.

The "tool kit" for the salesmen was a metallic-colored folder designed like a kit for tools. It was the first aid to go out to Kaiser and distributor salesmen after the initial letter.

Distributor and company representatives used these foot-in-the-door tools to good advantage. And the company had plenty of evidence that customers appreciated them. It was

**100%**

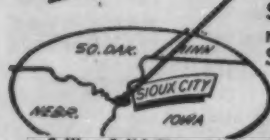
**A.B.C.  
CITY ZONE  
COVERAGE**

**SIOUX CITY, IOWA**

Sioux City A.B.C. city zone population now 100,121. Covered 100% daily and Sunday by SIOUX CITY NEWSPAPERS.

Contact Our National Reps. Now

**The Sioux City Journal-TRIBUNE**  
NATIONAL REP. JAMES KELLEY, INC.



Selling Solid Sioux City and 49 County Siouxland Trade Area

SALES MANAGEMENT

not uncommon, O'Halloran says, on call-back, to find customers making daily use of the practical little gifts. "Six months after the start of the campaign one of our salesmen called at a shop: The wall chart was on the wall, the calculator on the boss' desk . . . and he asked if he might have another."

These working tools were given to the salesmen on a carefully worked out timetable. From the timetable, with description of each selling aid, the salesmen knew what tools to expect and when.

The advertisements also were used as tools. Reprints were made, some in the form of self-mailers, and given to the salesmen and mailed to prospects.

### Paved Way for Calls

Why were the various tools and aids mailed to prospects as well as given out by salesmen? Says O'Halloran: "We had two main reasons—the obvious one of multiplying impressions, and to get a better spread in contacting. We believe it made the advertising much more effective and at the same time paved the way for the salesmen's calls or for return visits."

In nearly every case mailing pieces were prepared in two slightly different forms—one for job shops and manufacturers who use screw machine stock, the other for distributor use. The latter were supplied free in bulk for the distributor to mail under his own name.

An additional item tied in directly with the advertising: a paperweight in the form of a gemlike, crystal-clear plastic block, made by the clear-float process (product of Plastic Developments, Inc., Attleboro, Mass.) Suspended in it were three miniature aluminum screw machine parts and one brass part, repeating the "three-to-one" comparison used in all the advertising and promotional literature. The paperweight (costing about \$3) was left with key persons such as distributor management men, and Kaiser Aluminum district sales managers.

"One of the important facts to keep in mind with a campaign like this," O'Halloran says, "is its stimulating effect on your own people. Our own salesmen and our distributor salesmen have many other products to sell. It is all too easy to become an order-taker. Rod and bar may seem like a pretty prosaic item. One of the really good things this campaign did was to dramatize it. The conversion theme posed a challenge everyone responded to."

To what extent were campaign objectives realized?

The sales department reports:

1. Substantial increases in sales of screw machine stock.
2. Evidence of acceptance by the parts manufacturer of aluminum as material for screw machine parts.
3. Indication that the company has enlarged its percentage of the market for screw machine stock.
4. Focusing of attention on wider use of aluminum in general.
5. "Particularly gratifying" response from distributors. Their enthusiasm Kaiser Aluminum considers one of the most important campaign benefits "sure to have a positive cumulative effect on sales."

One distributor wrote: "The 'X' company has switched from brass to aluminum on a compression unit for their line. And when inventories on brass are depleted, they are contemplating switching other items . . . There are many who have had their eyes opened during this campaign and we think your organization should be complimented on a job well done."

### Sales Targets Set

Another distributor ran a sales contest during one quarter on aluminum screw machine stock, tying in with the Kaiser Aluminum program. He reported a sales increase for the quarter of 150% over the previous quarter, with percentage increases for his three top salesmen ranging from 300% to approximately 500%. This demonstrated gain was used as a basis for setting up future sales targets. The vice-president of the firm wrote Kaiser Aluminum: "I would like to again congratulate your company on what I consider one of the outstanding sales promotion jobs I have ever had the pleasure of being associated with. I might add that my own personal comment has been echoed by every one of our salesmen. Their response can be measured by the enthusiasm with which they have responded to this fine promotional help."

O'Halloran adds: "Numerous cases were reported by our own salesmen of screw machine stock users contacting us for help in converting to aluminum as a result of this promotion."

The new campaign will use the same media as the original one.

The End

Advertisers please note:

want  
"down to earth"  
advertising?



That's the kind of advertising Sidney Clayton & Associates produce . . . planned, realistic advertising and sales promotion, tailored to fit moderate budgets and aggressive sales programs.

Often the media we recommend are not glamorous . . . our copy not poetry . . . our finished advertising not fine art masterpieces.

Our primary interest is in producing sales for our clients. This results in forceful, convincing advertising and sales promotion . . . realistically planned, competently executed, efficiently produced and merchandised for maximum results at minimum cost.

Perhaps that's the kind of advertising you're interested in too.

Want more facts? Write for your copy of our brochure, "Advertising and Your Market Franchise".

Sidney Clayton  
& Associates

ADVERTISING

75 East Wacker Drive  
Chicago 1, Illinois  
DEarborn 2-3732

A young, flexible organization of advertising and sales promotion specialists serving advertisers with moderate budgets.

# What else gets you retailer



## In appliances, for example . . .

- 2,000 stores from coast to coast are tying in with LOOK's "Be A Better Cook . . . and Housekeeper, Too" appliance promotion
- They have bought and are distributing 120,000 LOOK cookbooks as part of the promotion
- The promotion is being featured in radio and TV commercials and in special newspaper ads

From left to right, Shirl Conway, Hildegard Neff, Pat Marshall and Ann Kimbell — four Broadway stars featured in the current issue of LOOK — show Mrs. America how new appliances will help her "Be A Better Cook . . . and Housekeeper, Too."

In the LOOK fall appliance promotion, 2,000 outlets across the nation are using 28-piece display kits to capitalize on LOOK's great selling power.

These retailers have bought 120,000 "Be A Better Cook" cookbooks for distribution to their customers in storewide sales campaigns.

LOOK-advertised appliances are being featured in tie-in window and store displays. In addition, dealers are promoting these brands in radio and TV

# response like **LOOK** ?



commercials and in thousands of lines of retail advertising in newspapers. Many of the newspaper ads are running in special eight-page sections furnished to newspapers as part of the LOOK promotion.

In appliances, as in all merchandise categories, LOOK promotions get retailer response for one outstanding reason: *they are designed to sell merchandise—not magazines!*

...

If this kind of retailer response interests you, contact LOOK now. Write to Dick Harmel, Merchandising Manager, LOOK, 488 Madison Avenue, New York 22, N. Y.

SEPTEMBER 20, 1955



**In drugs**... 3,300 chain and independent drug stores will tie in with LOOK's "Medicine Chest" promotion next month, bringing LOOK's total drug store tie-ins to 6,800 for 1955. LOOK advertisers receive special attention in storewide displays.



**In liquor**... During the coming Christmas season, liquor stores will make local mailings of thousands of brochures highlighting LOOK-advertised brands. This type of direct mail program at the local level is a LOOK merchandising exclusive.



**In automotive**... 1,421,000! That's the number of cars inspected in the May Safety Check co-sponsored by LOOK in 422 cities. The checks focused the nation's attention on needed car repairs, thus stimulating sales of parts and accessories.



**In fashions**... The "Continental Look," a fashion promotion based on the article of the same title in the September 20 issue of LOOK, is featured this month by 60 top stores, from New York's Henri Bendel to California's I. Magnin.



**In food**... In just two weeks, 10,000 leading food stores from coast to coast will feature "America's Favorites," LOOK's third 1955 food promotion. Nineteen national advertisers will benefit from special store displays and tie-in retail ad lineage.



**In menswear**... 1,286 menswear retailers tied in with LOOK's "All-American College Wardrobe" promotion during the recent back-to-school season. They used LOOK display material and ran LOOK-suggested newspaper ads.

## LOOK

**moves merchandise...FAST**



MAILING NOVELTY

CHRISTMAS GIFT

PREMIUM



CATCH and hold their attention with

GLAMOR-KLIP

The **Jeweled Mousetrap**



a very luxurious DESK CLIP for memos, mail, etc. that will keep your firm name (embossed, etc.) in front of them for years. Built to quality jewelry standards.

It's a sure 'nuff trap but its luxurious Pearl-glo base is encrusted with colorful jewels that frame your advertising imprint, debossed in color. Your pet customers and prospects will treasure it as a sparkling 'conversation-piece' and (laugh) collector's item! In its place of honor and usefulness on their desks, the novelty appeal will constantly focus the attention of visitors on your advertising imprint.

Use it as:

- a MAILING PIECE or ENCLOSURE to a picked list, applying your own or our suggested adaptations of Emerson's comment on the better mousetrap that will make the world beat a path to your door.
- a CHRISTMAS GIFT with a clever related message.
- a smart PREMIUM.

Send for illustrated brochure covering suggestions for promotional use and quantity prices (from 75¢ ea. to \$5 1/2¢ ea.). If sample is wanted, send \$1 (returnable deposit).

**INNOVATORS Inc.** Dept. C  
901 BROAD ST., Newark 2, N. J.

## 10 Great Products

"and the media that made them great"

"There are many success stories for every medium of advertising," points out Walter Guild in his book "How to Market Your Product Successfully" to be issued September 27.

"In looking over this selection," cautions Guild, whose advertising agency Guild, Bascom & Bonfigli, Inc., has helped to turn Skippy peanut butter into a nationally known product name, "bear in mind that media selection is no more all of advertising than advertising is all of marketing. In truly great marketing plans, all the parts of the plan must be as nearly perfect as possible. Media selection is one of those parts."

Here are what Guild terms "10 great products and the media that made them great":

**DOLE PINEAPPLE**, the Hawaiian pineapple brand, was built by women's service magazines Good Housekeeping and Ladies' Home Journal.

**SWANSON'S FROZEN CHICKEN** was introduced successfully in many markets by outdoor advertising.

**ALKA SELTZER** is one of the great success stories of car-card advertising, and later, radio.

**HILLS BROTHERS COFFEE** became a nationally prominent brand by use of newspaper advertising.

**BURMA SHAVE** was built by the clever use of outdoor advertising in the form of roadside signs.

**HARRY & DAVID** Fruit-of-the-Month began a great business with a single ad in Fortune magazine and built it through direct mail, backed by ads in other good mail-order magazines such as House Beautiful.

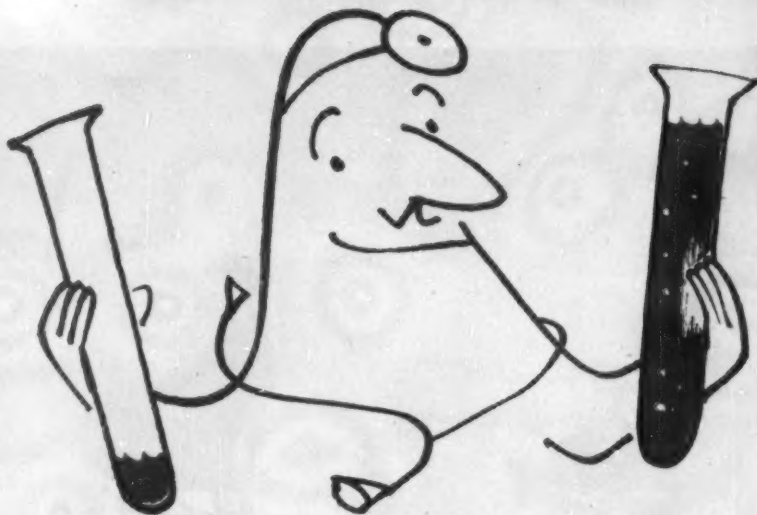
**THE JOHNSON CANDY CO.** achieved great success with television alone.

**ELDORADO COCONUT MEAL** built a huge dairy feed business through farm papers.

**FLAMINGO ORANGE JUICE** was successfully introduced by spectacular electric signs.

**WELCH CANDY** rose to national prominence using one magazine exclusively, Life.

"How to Market Your Product Successfully,"  
Prentice-Hall, Inc., New York City; \$5.35.



## NEW PROOF...

### one radio station dominates the Great Lakes area

You'll start to find out about WJR's amazing sales power the minute you put your nose in the revolutionary new report on radio listenership made by Alfred Politz Research, Inc.

Here's a really new method of audience study—qualitative as well as quantitative. It proves that radio stations, like printed media, have circulations—regular, faithful listeners.

Based on an extremely large sample (1,873 interviews) checked around the clock, Politz found that in the Great Lakes market WJR is the constant companion of more people than any other radio station.

In fact, in an average day, 41.4% of all adults specify that WJR is *their* radio station.

That's even more meaningful when you realize that in the parts of four states surveyed by Politz there are 196 other radio stations fighting for listeners.

Politz asked what kind of programs listeners preferred, and what station they chose for their favorite program.

Read this: for comedy, 52% prefer WJR; 47%

prefer WJR for drama; for the news, 42% choose WJR; for music (and some other stations are nothing but) 24% choose WJR; 38% prefer the sports news via WJR; and 37% of farm listeners prefer WJR market reports.

Politz didn't stop there. His researchers found that people regard one station as best for "reliability and completeness," for "handling of advertising," "types of programs," for "helpfulness," and in "public spirit." Again, WJR.

That isn't all. The real payoff in station preference and trust came in answer to a question asking what people would do in case of a war rumor. More than 50% said they'd turn on the radio. And 25% of the total said they'd turn on WJR.

Even *that* isn't all. The whole report is *must* reading for anyone concerned with advertising and selling.

For your free copy either write directly to WJR, Detroit 2, Michigan, or your local Henry I. Christal man.

*The Great Voice of the Great Lakes*

# WJR Detroit

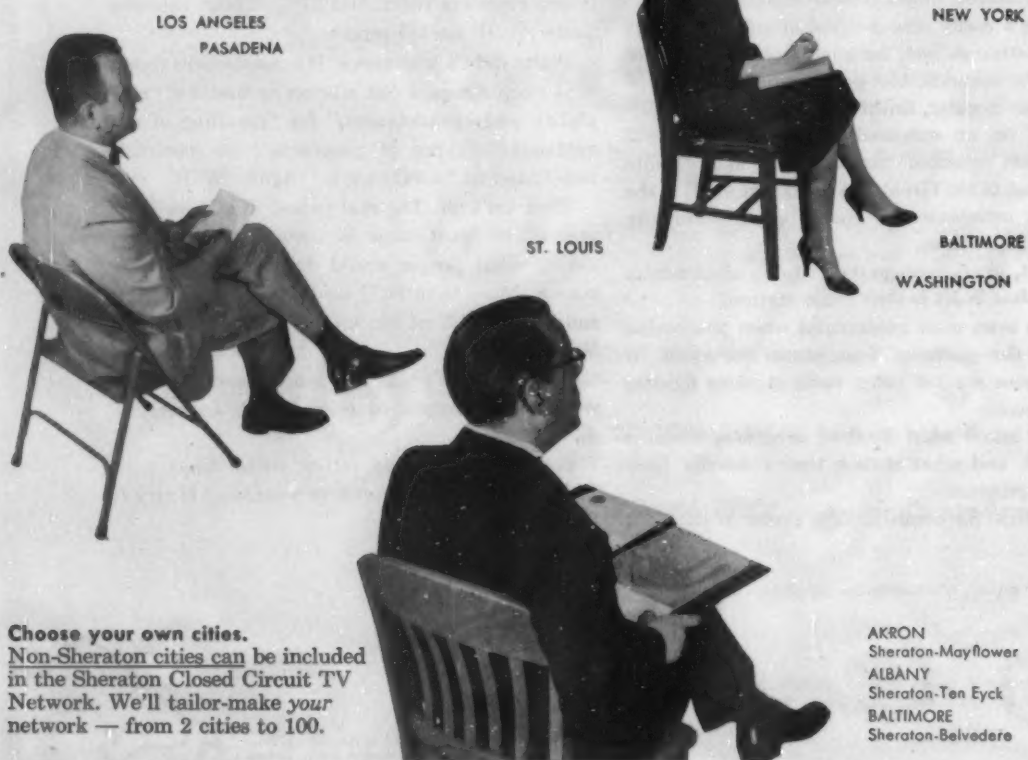
50,000 Watts CBS Radio Network

This offer is limited—to those who have something to sell in Detroit and the Great Lakes area.





## Coast-to-coast—they take part in



### Choose your own cities.

Non-Sheraton cities can be included in the Sheraton Closed Circuit TV Network. We'll tailor-make your network — from 2 cities to 100.

AKRON	BOSTON
Sheraton-Mayflower	Sheraton Plaza
ALBANY	BROOKLINE, MASS.
Sheraton-Ten Eyck	The Beaconsfield
BALTIMORE	BUFFALO
Sheraton-Belvedere	Sheraton Hotel



## your convention — even ask questions WITH **SHERATON CLOSED CIRCUIT TV**

Now you can bring your entire national organization together — at lower cost than ever before. You can do it without taking any key men away from their districts. You can do it quickly, easily and economically through Sheraton's Closed Circuit TV Network.

This new way of holding a national meeting is a proven success. Hundreds of organizations have found it saves time, saves money, gets results.

With Sheraton TV you can talk face-to-face with audiences coast-to-coast simultaneously on theatre size screen. You can reach two cities or a hundred cities. You can talk not only to people in Sheraton cities in the United States and Canada but to people in other cities as well. What's more your audiences can talk to you,

ask questions, as well as see and hear you.

The Sheraton Closed Circuit TV plan is completely flexible. Sheraton experts will tailor-make a convention to fit your needs. They will also relieve you of all the technical details, help with your programming and simplify your organizational problems.

If you're planning to hold a national convention . . . or would like to launch a new product or sales plan . . . or if you're looking for a way to get your entire organization together at reasonable cost . . . then you should give careful study to Sheraton's Closed Circuit TV Network. For complete information, write: Sheraton Television, Park Sheraton Hotel, New York, N. Y. — Columbus 5-3830.



# **SHERATON** THE PROUDEST NAME IN **HOTELS**

### IN THE U. S. A.

CHICAGO  
Sheraton-Blackstone  
Sheraton Hotel  
CINCINNATI  
Sheraton-Gibson

DETROIT  
Sheraton-Cadillac  
INDIANAPOLIS  
Sheraton-Lincoln  
LOS ANGELES  
Sheraton-Town House

Under construction — Sheraton Hotel, Philadelphia

NEW YORK  
Park Sheraton  
Sheraton-Astor  
Sheraton-Russell  
PASADENA  
Huntington-Sheraton

PROVIDENCE  
Sheraton-Biltmore  
ROCHESTER  
Sheraton Hotel  
SAN FRANCISCO  
Sheraton-Palace

SPRINGFIELD, MASS.  
Sheraton-Kimball  
ST. LOUIS  
Sheraton Hotel  
WASHINGTON  
Sheraton-Carlton  
Sheraton-Park

### IN CANADA

MONTREAL  
Sheraton-Mt. Royal  
The Laurentien  
TORONTO  
King Edward

NIAGARA FALLS  
Sheraton-Brock  
HAMILTON  
Royal Connaught

# What Buys Up The Pleasure Boat Boom?

**Boating is no longer a sport restricted to the rich—and craft and motor manufacturers know it. Sales programs are geared to high public enthusiasm and dealers are swamped by 20 million part-time sailors.**



THE SALESMAN'S A WOMAN in this case, but Mrs. Bob Terry is outstanding among Mercury outboard motor dealers. Today, about 4,500,000 outboard motors are in use; average horsepower has quadrupled in decade.

The pleasure boat industry is winding up its 1955 season with estimated retail sales of over \$1 billion, in many instances with dealer stocks at zero. Evinrude, giant of the outboard motor field, notified its 3,500 dealers on July 1 that the 1955 line was sold out. Over five million pleasure craft are in use—540,000 sailboats, the rest powered. More than 20 million people engage in this sport; about 200,000 of them use boats made from kits.

Outboard motors in use number 4,500,000, accounting for fuel expenditures of \$68 million. A corollary is the increase in trailer production: 3,790 in 1947 to 100,000 in 1954; inlanders use trailers to transport their boats 100 miles or more to waterways. James E. Olney, president of the Boat Trailer Manufacturers' Association, says the average trailer sale is \$120, which would put total dollar retail volume at \$12 million in 1954. Marinas—waterway motels and service stations—are appearing. The industry estimates a total of 10,000 now in operation.

What's behind the boat boom? First the obvious factors: people have more money to spend and more leisure. Heavy motor traffic impels many to switch from highways to waterways. Of course this, in turn, creates

a special set of traffic problems to be solved by the U. S. Coast Guard.

Then there's the great increase in navigable waterways. Some have been deliberately created for boatmen. Many are by-products of Federal flood control and hydraulic projects. The route from Florida to New York, then up the Hudson to the Erie Canal, through the Great Lakes to Chicago, down the Illinois-Mississippi waterway to New Orleans, the Gulf of Mexico and back to Florida is familiar to thousands. On the Pacific Coast there is a 900-mile run from Puget Sound to Alaska. Completion of the St. Lawrence Seaway in 1959 will add miles of navigable waters to the continent's already impressive total.

Jokes about "inland sailors" soon may be as outdated as the old wheeze about the bride's first biscuits. The *Tuscon Citizen* recently featured boating in a special issue, a testimonial to the popularity of the sport among its readers.

"Take-a-Long" motors, which can be carried in the trunk compartment of an automobile, are favored by fishermen, and have spurred the use of rented boats.

The do-it-yourself movement has also increased the use of boats. Though people have been making

their own boats since the time of Noah, the big push started in 1946. Volume in kit boats, rowboats to 31-foot cruisers, is estimated at \$10 million for 1954. Several manufacturers specialize in this field, selling sections and prefabricated parts in various stages of assembly for sail and power. Builders who work from plans alone buy lumber and supplies and do all the construction work themselves. A do-it-yourselfer can reduce the price of his boat by half.

The boat industry has made these contributions to the current trend:

1. **Product improvement:** Major factor is elimination of noise from boat motors. Manufacturers have been working at it for years, Evinrude since 1923. Their efforts are paying off this year in particular. Quietness is a dominant theme in the advertising of some outboard motor makers.

Starting the motor has been made easier through the development of better manual devices and the use of electricity.

There's better styling, partly to win feminine approval in line with the promotion of boating as recreation for the entire family.

2. **Use of new materials:** These in-

SALES MANAGEMENT

# What the assembly line is to the automobile



You lose 25% of your production in the primary stage — and the market prices of your product fluctuate as much as 25% in a four month period . . . That's the hog business!

If you were a hog raiser, there is an eight page special service feature in the September issue of **SUCCESSFUL FARMING** that could mean as much to you as the assembly line did to Henry Ford.

The feature is titled "A Coming Way to Raise Hogs," by Dr. Damon Catron, of Iowa State College. His method puts hog raising on a production line basis, based on the forty week life cycle of the marketable hog. It makes possible several crops of hogs a year, reduces the prevalent mortality of the baby pigs, prevents diseases and epidemics, cuts handling and feeding costs . . . insures better pork, and larger and continuous profits for pork producers.

As confirmation, an accompanying article gives a documented case history, with photographs, of a farm where the method is used with marked success.

**THE** significant new **SUCCESSFUL FARMING** special service feature, printed



on short pages, punched and perforated to fit a ring binder . . . each month gives SF readers comprehensive information on a major farming problem . . . is another manifestation of SF leadership in service to subscribers.

Because the first SF feature has vital news to farmers it will be disseminated as widely and quickly as possible. A four-minute film of the hog production method, in actual use on a farm, has been made for showing on 15 Midwest television stations. A one-minute tape description will go to Farm Directors of 15 radio stations. Releases will be sent to newspapers in farm areas.

Thirty thousand reprints have been made for distribution to county agents, Vo-Ag schools, and agricultural colleges.

In the next few years, hundreds of thousands of Heart States' farmers will

enjoy better farm business because of the agricultural advances presented each month in SF's new service to readers. And manufacturers will sell millions of dollars worth of additional building materials, piping, pumps, cement, feed, conveyors, and motors to **SUCCESSFUL FARMING** farmers.

No industry changes as fast as farming. And no medium presents the changes in farming as well as **SUCCESSFUL FARMING**—or has for the last fifty years!

SF subscribers are the country's best farmers. They produce six out of ten of the nation's hogs, and almost two-thirds of the nation's food. Their farms, and their investments in new buildings, equipment and power machinery are larger. They raise larger crops and have larger earnings—averaged about \$10,000 in cash income from farming alone in recent years.

And they live better! SF farm families are one of the best US class markets, the equivalent of another national suburbia.

No other medium reaches this market as resultfully, as economically, as SF! To balance national schedules, and to find new volume—you need **SUCCESSFUL FARMING**. For full facts, call any SF office.



MEREDITH PUBLISHING COMPANY, Des Moines . . .  
offices in New York, Chicago, Detroit, Philadelphia,  
Cleveland, Atlanta, San Francisco, and Los Angeles.

## Why the weekly that wins the most cash customers wins the most attention

When you put down your money at the newsstand, you do it for just one reason. You want something to *read*. Right then and there. And you pick the magazine you'll really read today or tonight. Not the one you *think* you'll look through "when you get the time."

As you would expect, the magazine that interests the most customers at the newsstand interests readers most in the home. In the general-weekly field, it is *The Saturday Evening Post*. It leads in single-copy sales by half a million copies—a margin of nearly 50%! And readership surveys show that its lead in *impact* is every bit as decisive. The Post gets to the heart of America.



# America reads the Post

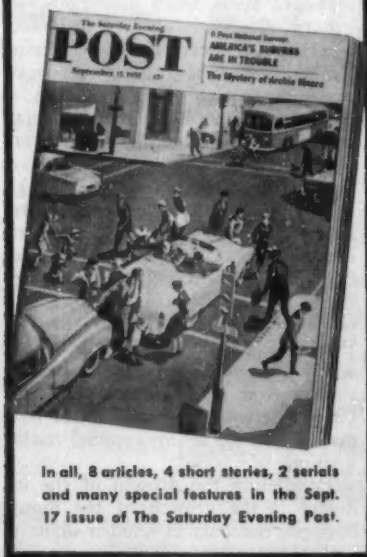


**"This article hit me where I live—in the suburbs!"**

says **ORVILLE CHASE**,  
Vice President,  
Compton Advertising, Inc., N. Y.

The mass exodus to the suburbs has caused a new set of shortages: not enough roads to handle traffic, not enough pipes to handle sewage, not enough schools to handle the baby boom. And low suburban taxes often don't provide enough money for these, anyway. Hal Burton points out in a frightening—and factual—way how suburbs may well become the slums of the future!

No commuter should miss the three-part: "Trouble in the Suburbs," starting in this week's Post.



In all, 8 articles, 4 short stories, 2 serials and many special features in the Sept. 17 issue of The Saturday Evening Post.

clude plywood, aluminum and fiber-glas\* for boat bodies; nylon and Dacron for sails. One advantage: Producers of these materials help carry the promotional ball by calling attention to the use of their products in boats.

**3. Better financing:** The industry is encouraging installment buying of boats. Because there is such a variety of dealers in this fast-growing field—many of them small and with limited business experience—manufacturers have had to assume responsibility for education in finance. Inadequate capital has been a major handicap. There is a trend toward factory-to-dealer flow, eliminating distributors in many cases.

Evinrude's "floor planning" method enlists the aid of local banks. The company ships in October or November; the bank takes a chattel mortgage on the merchandise and gives the retailer 90% of his costs. The dealer repays the bank on monthly terms.

Century Boat Co. gives dealers exclusive territorial coverage and has a finance plan permitting them to buy in the fall and winter months, paying 25% down, the balance on May 1, with no interest charges. The plan also includes installment buying by consumers, who pay interest.

**4. Dealer training:** The distribution pattern has not yet shaken down, and the industry is handicapped by its tradition that anyone who has built a boat and sold it may aspire to be a dealer. The major producers are raising standards, chiefly through training. Kiekhaefer Corp., for ex-

ample, has factory training for dealers at Fond du Lac, where instruction is given in disassembling and assembling motors (valuable for service). The company also furnishes sales training at the factory. Kiekhaefer distributors hold dealer clinics. The company has been successful with women dealers, some of whom are outselling men. Evinrude conducts schools in 10 key markets throughout the year, to train dealer personnel, emphasizing service and selling. The company has even gone so far as to experiment in door-to-door selling.

**Advertising:** Leading manufacturers advertise not only in boating publications, but in general magazines as well. Chris-Craft Corp., for example, uses four-color advertisements (often back covers) in such media as *Life*, *The Saturday Evening Post*, *Collier's*, *House and Garden*, and *Fortune*. . . . Kiekhaefer Corp. advertises its Mercury line of motors in *Time*, *Newsweek*, *Sports Illustrated*, *True*, and various outdoor and sports journals. . . . Evinrude, the biggest advertiser in the field, uses news weeklies, outdoor and picture publications, men's magazines, and the leading general magazines including *Reader's Digest*. Evinrude claims to be the first in the boat field to use color advertising.

**Promotion:** Members of the industry are promotion-minded. They sponsor races, water sports, especially water skiing, and boat and sports shows. Their efforts bear fruit. Attendance at the New York, Chicago and Miami shows is always enthusiastic. As an instance, 4,000 persons waited in freezing weather last January in New York City for the doors of the National Motor Boat Show to

\*(See "No One Would Buy Aluminum Boats!" SM, July 1, 1955, p. 54.)

## See how ADmatic can boost sales for you



**in trade shows, stores, windows—day or night**

Put full color and action into your sales messages—get greater attention at less cost—attract more prospects than through any other medium with the ADmatic, the automatic slide projector that runs continuously, day and night, with no operator needed.

The ADmatic projects a new message or idea every 6 seconds on a large screen equivalent to a 28" T V. It holds 30 slides (2" x 2") that are easily changed. Just as effective in lighted areas. Use the ADmatic wherever people gather, in stores, trade shows, dealer show rooms, theatre and hotel lobbies, as a visual salesman; or for personnel and salesmen training programs.

For rental or purchase terms, wire, write or phone

**THE HARWALD COMPANY, INC.**

1216 CHICAGO AVE. • DAVIS 8-7070 • EVANSTON, ILL.



IT TAKES  
**COMMERCIAL  
FARMING**  
TO MAKE FARMERS  
GOOD CUSTOMERS

**CAPPER COUNTRY  
HAS IT!**



The best farm families —  
in the best farm counties  
— in the best farm states!



Big "commercial" farmers make big plans. And in CAPPER'S FARMER territory—land of big-scale, big-profit farming—every modern work- and time-saving product finds an alert and ready market. Higher than average in education, in cash income, in common-sense realization of their need for the products of American industry and commerce, CAPPER'S FARMER subscribers are your best prospects.

**Capper's**  
*Farmer*  
Topeka Kansas

**REMEMBER...**

*Remarkable Rockford!*

Rockford, Illinois is a market you would do well to remember. It is the center of a rich 13 county trading area . . . not only famous for agriculture but as the 2nd largest machine tool center in the world. It is 13th in the US in Postal Savings. Work is underway on two new multi-million dollar factory buildings, and several extensive new shopping areas. The Rockford Morning Star and Rockford Register-Republic give superior coverage in Rockford and surrounding area. Write for free Market Data book on Remarkable Rockford.



BEST TEST CITY IN THE MID-WEST

131,123 A.B.C. CITY ZONE  
441,222 A.B.C. RETAIL TRADING ZONE

**ROCKFORD MORNING STAR**  
**Rockford Register-Republic**

REPRESENTED NATIONALLY BY CURKE, KUIPERS & MARMONET, INC.

open, so that they could pay \$1.50 a piece to enter—most of them having ridden almost an hour by subway to the Bronx, the show's site. So large were the crowds on opening day that the Fire Department had to order the doors closed twice.

Tying in with the boat shows are the manufacturers' individual promotions. Example: Kiekhaefer Corp., maker of Mercury outboard motors, sponsored a visit to last year's New York show of Puppygitowok-Koo-puack, Eskimo salesman for the line. His schedule included a trip to the Statue of Liberty in his own Mercury-powered kayak, flown in for his use, a press conference and appearances at the show. He reported that Eskimos are high per-capita users of outboards.

**Organized Publicity**

It is not through accident that we see on the editorial pages of newspapers and magazines so many illustrations depicting boating for fun. The leading manufacturers stand ready to furnish a choice of excellent photographs to those who will publish them. Evinrude, for example, has an editorial service which furnishes 8"x10" black-and-white photographs and 4"x5" Kodachromes, and has issued a 48-page book showing 160 reproductions of some of the representative black-and-white shots. There's a list of the 34 manufacturers represented, keyed to the photographs.

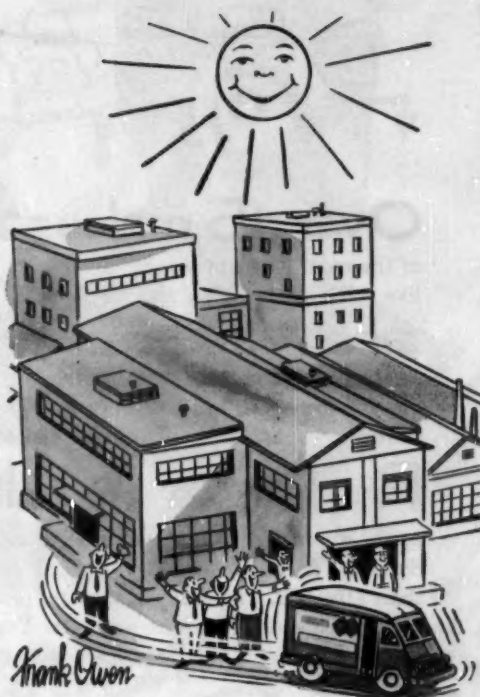
The recreational boat industry is made up of specialists, but with a high degree of overlapping. Individual manufacturers have built their reputations for making inboard boats, outboard boats, boats in various size groups (such as 12-to-16-foot length), cruisers (with sleeping facilities), runabouts, sailboats, boats made of special materials (such as aluminum), motors. Yet the specialists keep experimenting in one another's provinces. Just now there are from 25 to 50 companies making kit boats. Some are well established producers of completed boats; others, notably Bay City Boats, Inc., Bay City, Mich., and U-Mak-It Products, New York City, are specialists. In trailers we find such specialists as Peterson Bros., Jacksonville, Fla., whose "Gator" line is said to be carried by over 700 dealers, and Chris-Craft, the world's largest motor boat maker, that has set up a special trailer division.

Paralleling the growth of the industry is the growth of the motor business, not only in number of units sold, but in increased horsepower.

**SALES MANAGEMENT**



Manpower's amazing and here is the proof:  
When shipping costs grew, the boss raised the roof . . .



Now the roof's back in place and the future looks bright,  
Swift RAILWAY EXPRESS keeps his shipping costs light.

## The big difference is

Whether you're sending or receiving, whether your shipment is big or small, and whether it's moving by rail or air—you'll find it pays to specify Railway Express. It makes the big difference in speed, economy, and safe, sure delivery.

• • •

Railway Express uses the facilities of some 480 independent and competitive transportation companies in the movement of express traffic. It's free enterprise at its best, putting at your service one-third of a million miles of co-ordinated rail, air, water, and truck routes that connect all America.



... safe, swift, sure



## Over-15 males-48%

of the men, 15 years old and over, who live in New York City and its suburbs

## are News readers-

... Daily News readers total 4,780,000. Characteristics and buying habits of New York newspaper readers are shown in the most comprehensive survey ever made—

## Profile of the millions

... based on 10,349 personal interviews, by W.R. Simmons & Associates Research, Inc. and cost more than \$150,000. The study is visually presented, by appointment only. Inquire any New York News office.

(Copyright 1955 by News Syndicate Co., Inc.)



## Cleansing Cream-41%

of the women (15 years or older) in New York City & suburbs, who used cleansing cream in the past month

## are News readers-

The Daily News women readers total 2,290,000... they buy most of the toiletries, groceries, women's suits, shirts, blouses, hats, perfume, lipstick, face powder, mascara, and nail polish sold here—as you can learn from the most significant and informative study ever made of the New York market

## Profile of the millions

shown in visual presentation, by appointment only. Ask to see it! Inquire any New York News office.

(Copyright 1955 by News Syndicate Co., Inc.)

Sales of Outboard, Marine & Mfg. Co., Evinrude's parent company, for the fiscal year, 1953-54, totaled \$73 million, and it looks as though the \$100 million goal will be reached this year. W. J. Webb, Evinrude's general manager, made news when he announced that 34% of the firm's 1955 production was in 26 hp Big Twins. In 1947 only 5.5% of the firm's production was in motors of over 20 hp. This year 17% of its total volume is in 25 hp motors. Now comes the announcement that Evinrude's 1956 line will include three new 30 hp motors, the 25 hp motors being discontinued, despite the fact that they outsold all other models in the line. The Outboard Boating Club of America reports that in 1941 the average outboard motor sold had a 3.6 hp rating; in 1946, 4.2 hp; in 1954, 10.3; average anticipated for 1955 is 12 hp.

The higher the horsepower, the higher the fuel consumption, though Evinrude claims its new 30 hp models use less fuel than the discontinued 25 hp motors. The fuel bill for the four and one-half million outboards in use is estimated at \$68 million. Lubrication costs are also sizable. In 1946 Socony Mobiloil Co. brought out a special lubricant for outboard motors. Its sales are said to exceed a million gallons a year.

### Auto Motors, Too

Manufacturers of automobile motors come in for a slice of the motor boat melon, too. Some deliberately bid for the business, but most of the automobile motors used in boats are converted for the purpose. There are firms that specialize in making such conversions, and some offer do-it-yourself conversion kits.

The recreational boat industry is in a state of flux. It is growing too fast to have achieved complete stability. There is a great deal of shifting of relationships and of trade practices. Those engaged in it compete hotly with one another, but there is a surprising degree of cooperation for the benefit of all. One of the industry's major assets is that so many have a stake in it—not only the individual manufacturers of boats and motors, but the makers of materials (aluminum, fiberglass, etc.), fuel and lubricant producers, paint and varnish people, and those who furnish the great range of equipment and accessories that go into modern boats. A pleasure boat for every family is just a dream at this stage, but until the curve of rising boat ownership levels off, it is a dream to be taken into consideration. **The End**

# How to tell a customer where to go...

and make him like it !



## WESTERN UNION "OPERATOR 25"

Your advertising arouses interest in your product. People want to buy it. *But does your advertising also tell them where to go?*

It will, if you use Western Union's "Operator 25"—now available in more than 20,000 communities, coast to coast. This service tells a prospect exactly where he can buy your product or service... whether you sell nationally or regionally, through one or several types of outlets.

### BEST WAY TO BRIDGE A BIG GAP

All too often, national advertising leaves a big gap between the prospective buyer and the point of sale. You can't expect him to track down your product, store to store, refusing competitive brands till he finds yours. You and I know he won't do it—but when you use "Operator 25," he doesn't need to. You bridge that gap for him.

### HERE'S HOW IT WORKS

In your advertising—publication, television, radio or other media—you include the phrase

"For the name of your nearest dealer, call Western Union by number and ask for Operator 25." Your customer sees it or hears it... often, with television, he does both.

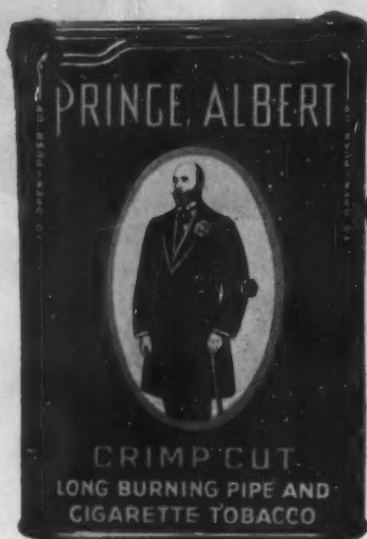
When he calls, "Operator 25" gives the customer as many as 4 dealer names and addresses in his own neighborhood, town or nearby city. You can arrange more frequent mention of key dealers... can even, within limits, individualize your message to your prospect.



### CALL "OPERATOR 25" FOR DETAILS

Here's the most practical way to prove to yourself how efficiently this service works. Just pick up your phone... call Western Union by number... ask for "Operator 25" and tell her you'd like more information on this practical, customer-directing operation. She'll send you our new "Operator 25" folder immediately.

# TONIGHT GRAND OLE OPRY



**STANDING ROOM ONLY**

**STANDING ROOM  
SOLD OUT**

**P. A.  
picks a winner  
and  
packs them in!**

Here's proof that Prince Albert's Grand Ole Opry network show is bigger, better, more popular than ever!

Last July 2 the Opry played to the biggest live audience of all time — 8,500 persons. And more than 12,000 additional applicants for tickets had to be turned away.

For the first time in the Opry's 29-year history, the entire house was emptied in mid-show in order to admit the thousands who were standing in line outside hoping for just a glimpse of the program.

The Opry has been a mainstay of Prince Albert's advertising program for the past 17 years, and the record-breaking July 2 show is further proof that P. A. picked a winner!

## WSM

CLEAR CHANNEL — 50,000 WATTS  
650KC — NASHVILLE, TENNESSEE

*Bob Cooper,  
Sales Manager*

*John Blair Co.,  
National Sales Representatives*



# The Story Behind the Clean-Up Of Hurricane Diane Floods

Sales departments are throwing themselves unstintingly into the undramatic but vital job of getting factories into production so that thousands of men can go back to work.

The giant bake-off is feverishly going on.

The flood waters brought down by Hurricane Diane water-logged and mud-encrusted millions of dollars worth of production equipment in factories in Connecticut, Massachusetts, and Pennsylvania. Until giant electric motors, rolling mill equipment, heat treating furnaces, and sensitive control instruments are restored to service, thousands of workers, some 25,000 in Connecticut, will be unable to get back to work.

## Representative Sample

Here are but a few of the scores of people and firms engaged in this vital service:

The Manufacturing and Repair Division, Westinghouse Electric Corp., was immediately placed by H. L. Huntley, manager of repair sales, on an emergency basis and began working around-the-clock the day after Hurricane Diane struck on August 19. He flew technicians, equipment and such basic materials as copper wire and insulation to the disaster areas.

Now thousands of motors are being trucked to Westinghouse's Bridgeport, Conn., repair plant. Motors are being cleaned of mud and are then baked in huge ovens for 24 to 36 hours, at 275 degrees centigrade. Some motors must be placed in vacuum tanks for removal of all moisture. All ball bearings are being replaced.

Thomas J. Kehane, vice-president in charge of sales, Worthington Corp., dispatched four service and erection superintendents and one field engineer, under the direction of Arthur N. Clifton, Worthington's branch manager in Springfield, Mass., to the New England disaster areas.

"Our machinery," Clifton said in his first report on his customer's compressors, high-pressure and centrifugal pumps, "is under six feet of mud now solidifying. The corrective is not a cleaning job. It is a major rehabilitation project . . . I am afraid deterioration will set in with pitted shafts and rust, which require machin-

ing, building up or plating. Many parts may need renewing. I shudder to think of engine-type motors after being impregnated with water and mud for a couple weeks before we can get at them."

Worthington's regional manager of Engineering & Service, William D. Sizer, is giving flood disaster repair orders "the highest possible production priority." Because of "the time required to dig the machinery out of the mud, the volume of repair work has not yet reached anything like the levels that are expected."

Harnischfeger Corporation's Fred Salditt, vice-president in charge of sales, reports "all repair orders certified to apply to firms in flood areas are handled on emergency and priority basis. It is difficult . . . to estimate dollar value of flood repair work which, fortunately, on our equipment is relatively low."

H. G. Coffey, vice-president, The Aetna-Standard Engineering Co., "sent 10 of our first-class fitters to the Waterbury plants of American

Brass Co. and Chase Brass & Copper Co., Inc., to direct activities in rebuilding Aetna-Standard equipment (rolling mills)." Aetna is ready to make immediate shipment of parts.

United Engineering & Foundry Co. is standing by to replace equipment, if that should be necessary, after rolling mill equipment of its manufacture is dug out.

"Due to our full-capacity operation," reports F. U. Hayes, vice-president and assistant general manager, The Bullard Co., Bridgeport, "we have been unable to take in complete machine units for rebuilding—mainly for lack of floor space."

"However," continues Hayes, "we are providing assistance in the field in the form of trained service personnel. In some instances we are able to bring in gear units for rebuilding, but not complete machine units."

The Warner & Swasey Co. flew two factory service men to Connecticut. The company received an urgent call from a customer in Easton, Pa., after business hours for spindle bearings and turret lathes. The shipment was on the way before 8 p.m. Warner & Swasey is giving special rush treatment to repair orders.

The "how-to" industrial press was busy during this emergency, too. *Factory Management & Maintenance*

## End Company Christmas Gift Problems the "Select-A-Gift" Way

... Customers and Employees Select The Gift They Want

... You Pick The Price Range — Five Groups . . . \$6.62 to \$47.25

Stop worrying if they have one . . . if they want one . . . what size or color. Pick your price range and we mail, or you give, a beautiful combination Christmas Card-Gift Folder to each person on your list. Folder is personalized with your name, and/or your company's, and illustrates as many as 24 of America's most-wanted, nationally-advertised gifts. Recipient tells us the gift he wants from you; we ship it to his home.

### Cost of Gift Covers Everything

We handle mailing, packing, shipping, all details. You give more because your complete costs average 25% less than regular retail prices of the gifts alone. "Select-A-Gift" is used and endorsed by hundreds of leading companies. Write to Dept. SM for free folders . . . complete details.

## Select-A-Gift DIVISION OF Maritz Sales Builders

4200 FOREST PARK BOULEVARD, ST. LOUIS 8, MISSOURI

*This salesman  
has a private chauffeur*



*...and the most economical car  
anywhere!*



**Free him from travel problems . . . and you've got a salesman who can concentrate on sales problems.**

Greyhound provides all the convenience — but none of the cares of driving, especially if your sales territory is best covered by highway.

High-frequency daily schedules . . . Express and Limited service . . . hundreds of new luxury coaches, operated by the world's finest drivers . . . all these advantages can be yours, at far less than maintaining a fleet of cars or paying mileage and depreciation costs.

**GREYHOUND®**

#### Typical of Many

A donation of \$5,000 was made by Winchester-Western Division, Olin Mathieson Chemical Corp., New Haven, Conn., to the Mayor's Disaster Relief Fund.

The \$5,000 donation was used to purchase tickets for a disaster relief rally at the Yale University baseball field on September 14. The tickets were re-sold to townspeople at reduced prices, the proceeds swelling the fund.

ance editors flew to Kansas City, Mo., to find out how industry handled its recovery after the great flood of July 1951. They wrapped up their findings, along with other basic material on such subjects as "How to Take Care of Motors," in a letter-size pamphlet, "What to Do After the Flood," and mailed it to 1,500 subscribers in the flood areas.

The coffee-break was a flood victim, too. So Lloyd K. Rudd and K. C. Melikian rushed word to dealers that the company "will rebuild [any Rudd-Melikian coffee making machine] at Rudd-Melikian's cost. Also every effort will be made to make discounts and extend billings in order to give you an opportunity to resume operation."

"Sympathy alone," wrote A. Wertheimer, vice-president, Radiant Mfg. Corp., "will never fully compensate for the tragic consequences of the flood . . . any Radiant screens-in your stock not protected by insurance, may have been damaged by the flood, which will be replaced without charge."

William T. Stopford, general sales manager, Boonton Molding Co., is replacing Boontonware dinnerware damaged in the flood, if returned to the factory, freight collect, in the next two weeks. "Although Boonton Melmac dinnerware is practically indestructible," says Stopford, "many of the packing cartons were undoubtedly affected. Rather than have our customers penalized, we will absorb whatever losses are involved."

Erik A. Ohlsson, president, Facit, Inc., has offered to lend — free of charge — calculators, adding machines and typewriters to businessmen in the flood areas.

"The few dealers in Connecticut who were wiped out by the flood," says J. A. Proven, vice-president — sales, Porter-Cable-Machine Co., "are being given priority shipment."

"We are glad our story is not more grim," says Proven. **The End**

**SALES MANAGEMENT**



CONCERTO  
CHROMATIC

COLOR  
PRINTING

music  
to the  
eye



UNITED STATES PRINTING  
AND LITHOGRAPH COMPANY  
EXECUTIVE OFFICES  
CINCINNATI 12, OHIO

# *be Sure to* **SELL SYRACUSE**



\*Sales Management's Audited Survey, June, 1955

**\$112 MILLION** was spent over retail food counters last year  
in metropolitan Syracuse alone . . . but, in the 15-county  
circulation area of the Syracuse Newspapers, food  
sales totaled over **\$374 MILLION!**

There's just one sure and economical way to sell all that  
big Central New York market of 1.3 million population.  
The Syracuse Newspapers give you 100% saturation coverage  
of metropolitan Syracuse, and effective circulation in each  
of the 14 surrounding counties. No other combination of  
media can do a comparable job at a comparable cost.

Represented Nationally by **MOLONEY, REGAN & SCHMITT**



## **the SYRACUSE NEWSPAPERS**

**HERALD-JOURNAL & HERALD-AMERICAN**  
Evening Sunday



**THE POST-STANDARD**  
Morning & Sunday

CIRCULATION: Combined Daily 223,103 Sunday Herald-American 221,954 Sunday Post-Standard 101,254



TO HELP THAT BUYER IMPULSE, Golden State has introduced this new, transparent Styron ice cream container. Package is odorless, tasteless, non-toxic and has high transparency for quick identification of flavor by the shopper.

## It Pays to Show Your Quality

When Golden State Co., Ltd., pioneered a transparent plastic container for its premium grade ice cream, sales in test stores jumped 200% to 400%—and in one case up to 800%—with no advertising or P-o-P materials.

### **An interview with WILLIAM MORRISON** General Sales Manager, Golden State Co., Ltd.

Would a prospective customer for ice cream buy more of the premium grades if she could see the actual product—not just a picture and words describing it on an opaque package?

Golden State Co., Ltd., California's leading dairy foods manufacturer and now a subsidiary of the expanding Foremost Dairy Co., (Foremost-Golden State Dairies, Inc., San Francisco) has been seeking answers to that question for the past two and a half years . . . and believes it has found them.

Sales increases of 200% to 400% in test stores where the company's Cream O'Gold premium brand ice cream was offered in transparent containers instead of standard paper cartons, were a persuasive argument in favor of plastic containers to market quality ice cream.

William Morrison, general sales

manager of Golden State, gives facts and figures which influenced the package experiments.

"Among 62 major food products offered in retail outlets, ice cream ranks in the top 10 as an impulse item. Only 9.1% of shoppers intend to buy ice cream when they enter the store; 59.1 buy on impulse.

"Ice cream—especially the premium grades—should be given every advantage and opportunity to sell itself through its own quality and mouth-watering appearance." How could it be capitalized on?

In 1952 the Ice Cream Division made a thorough analysis of packaging. Taking the customer's-eye view, executives shopped company outlets, asking, with respect to both their own and competing brands, "What does the customer see?"

She sees "a sometimes attractively printed carton which identifies itself

by words." Or "an attempt to reproduce, on the carton, a picture of the product inside."

Golden State came to another conclusion: "If the consumer looked closely enough, she might find the name of the flavor printed on the carton. But regardless of the time, money and effort spent to reproduce the impression of a fine product, she could not see the real color, texture and quality . . . until she served the ice cream in her home."

Because few products can compete with ice cream when it comes to appetite and eye appeal, Golden State decided to test a transparent package.

Before starting the test some important questions had to be answered:

1. Should the company's standard grade ice cream, or its premium grade product be packaged in the plastic containers?

2. The pint plastic containers cost more than the paper cartons. Should this extra cost be absorbed in the regular retail selling price, or be passed on to the consumer?

3. Would the consumer consider the plastic container a re-use premium only and buy it as such?

4. Would the consumer market eventually become saturated with special containers, resulting in a subsequent drop-off of sales?

5. Should the consumer be given a choice between ice cream in the new transparent containers, and the same product in paper cartons at 5 cents less?

These decisions were made: (1) To put the premium brand ice cream only in the plastic packages for the test; (2) to set a retail selling price of 5 cents above the former retail price for the product in paper cartons—to cover extra packaging cost; (3) so that the consumer would not regard the new container as a premium item, to place all advertising and promotional emphasis on the quality of the ice cream itself—it would be introduced as a modern, new package for ice cream, allowing the purchaser to see exactly what was inside before buying.

Comprehensive research and experimentation preceded choice of plastic container. Requirements were that it be odorless, tasteless, non-toxic, have high transparency for quick flavor identification by shoppers in self-service stores.

Some questions about the package were: Is it durable enough to withstand the packaging process, freezing, transportation and handling? Will it add to labor costs of packaging? Can the most desirable package be made cheaply enough for profitable use? Will it meet the sterility requirements



## Customer starts with "See"

You'll pin-up new sales  
records when you get your  
product out in the aisle...  
in H&D "Selmor®" Displays

# HINDE & DAUCH

Subsidiary of West Virginia Pulp and Paper Company

Write for Free Booklet - "How to Select Vending  
Displays." Hinde & Dauch, Sandusky 16, Ohio



of every state? Will it be dependable for low-heat transfer—keeping cold in, heat out? Will it retain transparency under freezing? Does the package stay pleasant to the touch at low temperature? Were there any reasons why retailers and consumers might not accept a plastic package for ice cream?

Golden State eventually came up with a package which answered its most exacting needs: a Styron one-pint cup which it named I-C-Pak.

In this package Cream O'Gold ice cream went to market for the test operation in September 1952, making Golden State the first manufacturer to put out ice cream in a transparent container. Sixteen large stores in the Los Angeles area were selected for the marketing operation. All Cream O'Gold in paper containers was removed from display and the cabinets stocked with the same premium product in I-C-Paks. Four flavors were used in the tests—vanilla, strawberry, chocolate, and the flavor of the month. The test period ran a full month.

### Mass Displays

No advertising of any kind preceded or accompanied the test. No P-o-P material was used to draw attention to the package. Particular emphasis was given to mass display, but the only sales stimulus was the visual appeal of the ice cream itself packed in plastic. Brightly colored labels were affixed in only one spot, a circular area in the cover, permitting the entire package to "display" the contents.

The company found that "the color and attractiveness of the display served as a magnet to the ice cream and dairy sections of the stores."

Morrison reports: "Sales in all test stores increased from 200% to 400%. One store showed an increase of 800%." This despite the fact that the product in the new container was selling for 5 cents more than its price in the paper carton. Spot tests revealed, however, that sales of Cream O'Gold in plastic containers were impaired when transparent and paper packages were displayed in the same cabinet, the latter priced at 5 cents less per pint.

These results convinced the company to adopt I-C-Pak as the permanent container to market its premium grade ice cream.

A sales gain of 230% was made by Cream O'Gold ice cream the first year it was marketed in plastic. It has held the ground gained and today is doing double the volume formerly attained with paper cartons. The End

SALES MANAGEMENT

# MORE POWER FOR MORE COVERAGE IN America's **MORE** Market...

with 316,000 watts\* on Channel-8,  
**KFMB-TV, SAN DIEGO**

\*directional

San Diego County alone  
has grown **52%**★★  
**IN POPULATION  
SINCE 1950**

San Diego County alone  
has grown **51%**★★  
**IN RETAIL SALES  
SINCE 1950**

**A Market GREATER than:**★  
Atlanta, Georgia,  
New Orleans, La.,  
Portland, Oregon,  
Dallas, Texas,  
Denver, Colo., or  
Seattle, Wash.

The Nation's **15<sup>th</sup>**★  
**Market in Bldg. Materials**  
●  
**KFMB-TV's Coverage is  
where the West grows fastest**

★ Consumer Markets, 1955

★★ San Diego Chamber of Commerce

**CALL YOUR  
PETRY MAN**

**KFMB-TV**

WRATHEE ALCAZAR BROADCASTING, INC.  
REPRESENTED BY PETRY



SAN DIEGO, CALIF.

**America's more market**

# URGENT

to  
every  
advertiser  
who  
sells  
anything  
in  
these  
12  
cities!



★ Albany, New York ★ Baltimore, Md. ★ Columbus, Ohio ★ Dallas, Texas ★ Fall River, Mass. ★ Houston, Texas  
★ Little Rock, Ark. ★ Meridian, Miss. ★ New Orleans, La. ★ Pittsburgh, Pa. ★ San Antonio, Texas ★ Syracuse, N. Y.





For the first time in history... 12 entire cities and their great newspapers will push, spotlight, display the products advertised in one magazine!

**STARTING OCTOBER 23**, for one solid week, retailers of every type in 12 major cities will feel the biggest sales push of its kind in their histories. Why? Will they be selling pearls for peanuts? No. They'll be staging an event called "Good Housekeeping Week"... a phenomenal, new kind of mass selling strategy that works!

**THE PROVING GROUND:** Mansfield, Ohio. The dates: April 24-29. The event: "Good Housekeeping Week". The week the potent Mansfield News-Journal and a whole city of merchants tied in with a magazine... and a whole city of people turned out to buy the products advertised in that magazine! The week the town's largest department store upped its volume 40%, and a local bank reported an all-time high in merchants' deposits for the period.

**THE MANSFIELD STORY** was so big that 12 more great cities and great newspapers (with nearly 2,000,000 ABC circulation) are joining up. All of the products blessed by Good Housekeeping will be advertised locally... displayed, pushed, neon-lighted!

Talk about action on the retail level! Good Housekeeping gives it to you 12-city wide! No other medium, no other magazine has such an influence on women... on merchants.

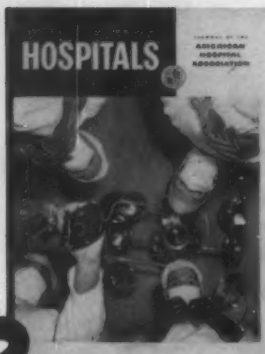
**GOOD HOUSEKEEPING ADVERTISERS!** Alert your dealers to get your product up front in these 12 cities. Run your advertising in these 12 important newspapers.

**NON GOOD HOUSEKEEPING ADVERTISERS!** This great 12-city story has a moral: you buy so much more than space, when you advertise in Good Housekeeping!

**SAYS TIDE:** "What may be the biggest promotion yet a magazine can boast about to its advertisers, breaks on October 23".

# GOOD HOUSEKEEPING





**2** issues  
every month  
beginning January 1

HOSPITALS leads the hospital field . . .

- Greatest paid circulation
- Most persuasive voice
- Greatest impact
- Quoted most often
- Reaches more hospital buyers

**and now!**

**HOSPITALS** helps you sell  
twice each month

Journal of the American Hospital Association  
18 East Division Street • Chicago 10, Illinois



Yes, ask anybody if Meehan-Tooker has ever failed to deliver as promised. And it is surprising how few orders we ever turn down due to rigid delivery requirements. Our reputation for efficient production has been earned by our almost unfailing ability to say "We can do it."

#### PROMISE PERFORMANCE

Our unbroken record of "promise performance" is the envy of the trade. That dependability makes your job that much easier, with one less care to worry you.

Ask Anybody about  
color lithography by

**Meehan-Tooker Co., Inc.**

160 VARICK STREET, NEW YORK 13 • AL 5-3260

• Folders • Direct Mail • Booklets • Displays



OUTDOOR ADVERTISING, coupled with TV spots and in-store promotion, is announcing Leslie Salt Company's new two-way salt package top. A shaker-type plastic dial permits shaking, while a conventional spout is for pouring.

## Two-Way Top for Salt Doubles Package Utility

Starting this month, Leslie Salt Co., San Francisco, is intensively promoting a new two-way package top which both shakes and pours. R. W. Murphy, Leslie sales manager, calls this new top "the first major change in salt packaging in a generation." It was adopted, he says, "in line with the merchandising trend toward ever-increasing convenience for the consumer." At the same time the West Coast salt firm has switched from its traditional black-top carton to a bright yellow top and bottom. The brilliant "Leslie red" of the main part of the package always stays the same.

#### In-Store Promotion

Scheduled for the package, already on its way in wholesale channels, is in-store promotion throughout Leslie's territory—the Pacific Coast—coincident with outdoor showings and television spots. The company is supplying retailers with P-o-P material and encouraging floor displays of the new package.

Outdoor 24-sheets are going up on the West Coast picturing the new top. TV spots of 10- 20- and 60-seconds will blanket the same territory, according to R. H. Schilling, Leslie advertising manager.

"Any packaging improvement in a product such as salt may well have a

major effect on retail sales," says Schilling.

Key to the new package is a 1 1/4" plastic dial insert set in the top of the package opposite the spout. Leslie and its supplier, Columbia Basin Plastics Co., Portland, Ore., worked out the design details over a 10-month period.

The Leslie Salt Co. makes its own cartons complete from chip-stock. This meant redesigning the packaging line to include the new shaker. The rugged package top was made to withstand far more than the six-week usage the average salt container receives in the home. Neither heat nor moisture can cause clogging common to the ordinary metal, glass or plastic shaker.

#### Many Uses

The new container can be used on the range top "as is," where its shaking feature has a wide application through all phases of cooking.

The aluminum spout, of course, can still be used for filling subsidiary salt containers, as well as for spoon and cup measurements.

The dial is a two-piece closure, with shaker-type holes that can be positioned to either open or close.

Grocery jobbers and retailers, alert to today's trend to convenience-packaging, have welcomed the new Leslie Salt container.

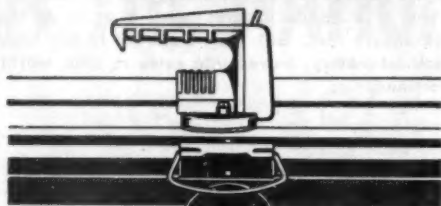
**The End**

SALES MANAGEMENT

# The Screen you asked for... the new **RADIANT** Screenmaster

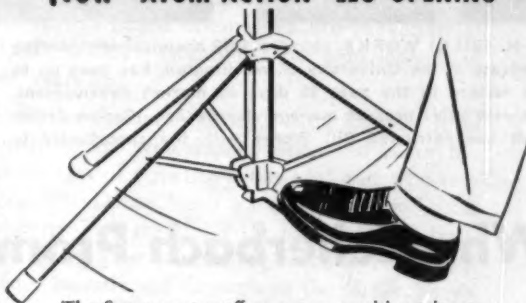
Here is the Projection Screen that incorporates *all* the features requested by leading business, sales and industrial users of motion pictures and slides. The Screenmaster offers a brilliant reflective surface, amazing ease of setting-up and dismantling, rugged trouble-free construction, plus colorful streamlined design that enhances every showing.

## New "FRICTION CLUTCH" CARRYING HANDLE



New grip fit handle for easier carrying . . . incorporates friction clutch with gliding action for instant adjustment of screen to any height. Illustration also shows, just below the handle the Screen Leveller for horizontal levelling of screen when floor is uneven.

## New "ATOM-ACTION" LEG OPENING

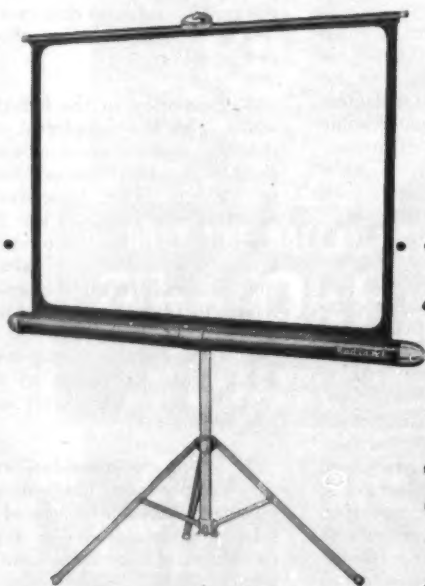


The Screenmaster offers a new sensitive trigger-type leg opening device. One touch of your toe—and POW!—all three legs spring into proper position. No stooping, no lifting, no sticking.

## The World's Most Complete Line of Projection Screens

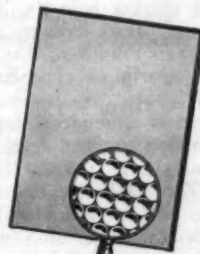
There is a Radiant screen for every need—Portable tripod models, Wall Screens, Ceiling Screens, Table Models, Lace and Grommet Screens—and the new wide screens in sizes from

**30 inches to 30 feet! . . .**



## IMPROVED "Vyna-Flect" SCREEN FABRIC

The Screenmaster utilizes the newest development in beaded screen fabric. It's washable and mildew-proof—and gives you brilliant, contrasty pictures.



## ... Plus MANY OTHER FEATURES

Including added ruggedness, new leg lift-up tab, stronger cases, new finish and colors. Write for illustrated catalog and complete prices.

# RADIANT

**RADIANT MANUFACTURING CORP.**

1242 SOUTH TALMAN AVENUE • CHICAGO 8, ILLINOIS



W. R. (BILL) WORKS, above, a 1949 chemical engineering graduate of the University of Washington, has been up to the rafters in the past 35 days in market development. His new title: product manager for CreZon. Crown Zellerbach has entrusted Bill Works with the opportunity to

raise the amount of plywood siding from the current three-quarters of a billion square feet a year to at least two billion square feet. Bill Works started in the Crown Zellerbach laboratory, moved into sales in 1952, working out of Portland, Ore.

## Why Zellerbach Promotes Plywood

Crown Zellerbach has just placed its first plastic, CreZon, an overlay for plywood, on sale. Says Vice-President G. J. Ticoulat, of this great paper firm, "The only way we can sell CreZon is to join plywood makers in merchandising it."

The plastics industry has a new producer. It's Crown Zellerbach Corp., San Francisco, that sold \$298 million worth of paper-based products in 1954.

The new contender's product: CreZon, a new product developed for a new market.

CreZon, under development for a decade, is described by Edwin C. Garwood, manager of New Products Development and Sales, as "a plastic overlay for plywood combining, in its manufacture, wood fibers and phenolic resin. Laminated to both surfaces of standard Douglas fir plywood, it is weatherproof and makes possible an outstanding finishing job."

Industrial users of CreZon will be the big plywood mills concentrated largely in Washington, Oregon, Northern California, and British Columbia. Those that are members of the Douglas Fir Plywood Association produce about four billion square feet of plywood annually. About three-quarters of a billion square feet of this is exterior plywood. With the CreZon overlay, Crown Zellerbach is out to convince the industry and

individual mill operators that this amount of plywood for exterior applications can be increased to two billion square feet annually.

"This is possible," says G. J. Ticoulat, vice-president of Crown Zellerbach, "because of the advantages offered by the overlay. We are convinced that CreZon will make this increased exterior production feasible without affecting the sales of interior plywood."

CreZon's product manager, Bill Works, has a lot of spade work ahead of him to get the facts across. He is well prepared with a tested program which integrates sales promotion and advertising. The company has completed two years of exhaustive market testing. The big drive will begin this winter when builders are making plans for next season's construction.

It's a pioneering job in more ways than one. The company has been accustomed to selling in established markets—consumer paper products, industrial products for remanufacture (rolls of paper to convertors who make bags) or for packaging (multi-wall bags to cement companies).

"In all of these, the industrial customer knows what he wants to do with the product when he gets it," Ticoulat says. "With CreZon, it's a different situation. We must sell to the manufacturers of plywood. They have their market for plywood of the traditional types. But for CreZon-overlaid plywood the market must be developed. The only way we can sell CreZon to the plywood manufacturers is to join with them and their industry in merchandising this new specialty grade. It will be known in the trade as medium density overlay."

The company is going about it in several ways:

1. **Promotion to the industry as a whole.** This is accomplished primarily through close and constant work with the Douglas Fir Plywood Association in Tacoma. The Association, composed of the Douglas Fir Plywood manufacturers, has 40 or more field men who do higher level sales promotion. It spends formidable amounts of money to advertise plywood on an industry basis. CZ wants the association also to tell the overlay story. The inducement: Promotion of the new specialty grade will result in an expanded market.

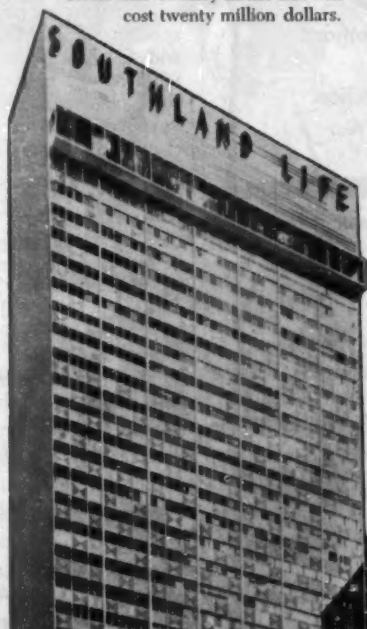
2. **Selling to individual manufacturers of plywood.** This is done direct. Crown Zellerbach has placed its own sales representatives in key areas to call on mill operators and explain what the addition of CreZon overlay

DALLAS' BUSINESS IS BIGGER THAN DALLAS:

... or Dallas County ... or Dallas' C&RTZ

# Dallas' Insurance Business-- 3rd LARGEST IN THE NATION

Southland Life Insurance Company's Southland Center will be Dallas' largest downtown office building development, covering an entire city block. The 40-story initial unit will cost twenty million dollars.



OF more than 700 insurance firms operating in Dallas, 196 are home-officed here. Eight home companies organized this year. Assets of the Dallas-based companies are reckoned at \$1,000,000,000 — twenty-five per cent more than two years ago.

Dallas' business gets its extra bigness from North Texans who depend upon Dallas for the advantages of a metropolitan city, and who rely upon The Dallas News for news of their Dallas interests. You are assured a bigger Dallas business when your advertising reaches The News' larger circulation throughout the larger, richer 72-county Dallas Market.

Important to Dallas' growth, insurance companies have financed the construction of virtually every major office building in the city. The investment of insurance company reserves also has been of tremendous import to the recent industrial development of Texas. Clearly, Dallas' insurance business is bigger than Dallas!

According to Consumer Markets' Editor, Edwin Goldstein, the buying of non-residents affected Dallas' 1954 sales volume as follows:

Store Group	Dallas City Sales*	% of Dallas City Sales* to Non-Residents
Total Retail Sales	\$980,834,000	38.1%
Food Sales.....	159,065,000	14.3%
General Mdse.....	184,108,000	61.4%
Home Furn.....	51,543,000	38.4%
Automotive Sales	221,410,000	35.9%
Drug Sales.....	29,599,000	33.4%

\* Includes both direct and mail order sales

ONLY THE DALLAS NEWS COVERS THE BIGGER DALLAS MARKET

## The Dallas Morning News

DALLAS' LARGEST NEWSPAPER: More people BUY The News... more people READ The News... more people are INFLUENCED by The News than any other North Texas Newspaper.

CRESMER & WOODWARD, Natl. Representative  
New York • Chicago • Los Angeles  
San Francisco • Detroit • Atlanta



## Car-owning households-42%

of people, 15 years or older, in New York City & suburbs, in households owning one or more cars

## are News readers-

Daily news readers total 4,780,000, are the best buyers of merchandise in the metropolitan market. See data on all New York City newspaper readers in

## Profile of the millions

based on 10,349 personal interviews by W. R. Simmons & Associates Research, Inc. Visual presentation by appointment only. Inquire any New York News office.

(Copyright 1955 by News Syndicate Co., Inc.)



## Street dress buyers-40%

of all the women living in New York City & suburbs, who bought a street dress last year

## are News readers-

... The 2,290,000 women readers of the Daily News have most of the children, charge accounts... buy most of the food, toiletries, stockings, girdles, dresses, hats, children's clothing... and buy the best—as you'll see in the most significant New York study ever made

## Profile of the millions

now being shown to advertisers and agencies in visual presentation. Call any New York News office.

(Copyright 1955 by News Syndicate Co., Inc.)

to their production can do for them: increase their market for exterior plywood, for example. The fact that, unlike traditional exterior plywood, it makes possible a superior finishing job is a big selling point, along with the fact that it withstands weather.

For the present, CreZon field men are under the direction of the New Products Development and Sales Department. Once established, CreZon, like other new CZ products, will be moved out into a regular-line sales department.

### 3. Work with plywood distributors.

Aim here is to create markets for CreZon overlaid plywood for the plywood mills. Main way is through advertising and sales promotion directed at builders, architects, general contractors, prefabricators, and any other groups likely to be ultimate users.

A more specific activity is just getting under way. The National Plywood Distributors' Association will hold its national convention November 5-9 at Miami Beach. Works and CreZon Midwest Field Representative E. C. Stalder will present the CreZon story through a slide film (produced for the company by Merchandising Factors, Inc., San Francisco) which gives a dramatic visual demonstration of CreZon fused plywood's hardihood, finishing properties, uses, advantages. A display will be set up to demonstrate the product to the 1,500 to 2,000 distributors scheduled to attend.

A series of regional meetings, with Crown Zellerbach representatives on hand to present the virtues of CreZon, will precede the convention. The first of these is set for September 21 in New York City, a one-day meet-

### Brake Repair Clinics Held to Promote Sales

Automobile brake care and repair was the subject of 32 clinic meetings recently held by Raybestos Division of Raybestos-Manhattan in six western states.

The clinics, designed to increase knowledge of brakes among jobbers and automotive personnel, were planned as part of a special sales promotion effort.

The meetings drew more than 1,300.

# It's a Revolution in favor of YOU, MR. GROCER!



The old revolution from bulk to packaged goods has long been won... you're clearly in the packaged goods business! Now there's another wondrous revolution sweeping the nation's stores... *aluminum* packaging: Reynolds Wrap Aluminum Packaging. Look over your own shelves and see how the gleaming foil packages have multiplied. Count the growing number that carry the Reynolds Wrap Aluminum Packaging Seal. And check your customers, **THEY KNOW THE DIFFERENCE!** And they credit *you* for the fresher foods they buy. So take a bow... point with pride... point to Reynolds Aluminum and the Seal. It's good business! For full information write to Reynolds Metals Company, General Sales Office, Louisville 1, Kentucky.

## Reynolds Continuing Promotion Helps You Sell... with this Seal!

Full pages in four colors in major national magazines. Every week a powerful plug on Reynolds new hit dramatic series, "FRONTIER"... Sundays, NBC-TV network. Every minute thousands of packages with this seal passing over the nation's check-out counters. And Reynolds colorful "rainbow" promotion boosting all foil packaged products, store-wide. That's why customers look for aluminum packaging—and the Seal. It will pay you to promote it!



See "FRONTIER," Reynolds new dramatic series, starting September 25th, Sundays, NBC-TV Network.

## the Oregonian...



**REACHES  
MORE  
WOMEN!**

### WITH CIRCULATION LEADERSHIP

Oregonian	13,756	City Carrier Lead
Daily Lead	10,356	ABC City Zone Lead
Over 2nd Paper	7,026	Retail Trading Zone Lead
	50,931	Total Circulation Lead

### WITH ADVERTISING LEADERSHIP

Oregonian	2,613,570 lines	Retail Advertising Lead
Leadership	1,219,097 lines	General Advertising Lead
Over 2nd Paper	3,316,115 lines	Classified Advertising Lead
Year: 1954	7,148,782 lines	Total Advertising Lead

Sources: ABC Publishers' statements for 6 months ending March 31, 1955; Media Records total advertising, less AW, TW and Comics, 1954.

Keep your sales growing  
with Oregon's growing newspaper

**the Oregonian**

Portland, Oregon

**Largest Circulation in the Pacific Northwest**

233,188 Daily  
297,263 Sunday

Represented Nationally by Moloney, Regan & Schmitt, Inc.

### Paper-Mate Expands Line as Sales Swell

A new deluxe Paper-Mate pen, the Capri, is making its debut along with the heaviest distribution and advertising campaign in the history of the Paper-Mate Pen Co.

The firm reports that total sales of its pens in six years has exceeded 60,000,000.

The new pen will feature a durable tenite barrel in black with a jewelry finished cap. It will retail at \$2.95.

ing. Succeeding dates are September 29 in Chicago, and October 21 in San Francisco.

One of the important messages the company will take to the distributors, particularly at the national gathering, concerns advertising. It is not tipping its hand yet on what the program will look like when it breaks around the first of the coming year.

Even during the market testing period, copy was run in publications such as *Fortune*, *Life*, *House and Home*, *Signs of the Times*, *The Timberman*, *American Builder*, *Western Builder*, and *The Magazine of Pre-Fabrication*.

Indications are that the advertising will feature countless new uses for plywood ("from outdoor signs to exterior siding"). The slogan: "CreZon—a revolutionary building material that can really take it!" Points emphasized in present copy and literature: "A weatherproof exterior . . . a velvet-smooth paint surface . . . resistance even to chemicals and fungus growth . . . a non-splintering, check-free surface . . . a material that is extremely workable and versatile."

Crown Zellerbach executives believe that CreZon advantages in time will establish it as a standard plywood product, thus broadening the market for the plywood industry.

The company's own confidence in the product can be judged by its long-range plans. It may not be long before this giant concern—that includes plywood manufacture in its Canadian operations—soon will be manufacturing it in the United States. A mill is under construction in the Northwest for the production of green veneer plywood, for sale to plywood mills.

The End

SALES MANAGEMENT



**Now's the  
Time to  
Sell this  
GREAT  
*Michigan*  
MARKET!**

**Call a Booth man today**

**NEW YORK**  
A. H. Kuch  
110 E. 42nd Street  
New York 17, N. Y.  
Oxford 7-1280

**SAN FRANCISCO**  
Brice McQuillin  
785 Market Street  
San Francisco 3, Calif.  
Sutter 1-3401

**CHICAGO**  
Sheldon B. Newman  
435 N. Michigan Ave.  
Chicago 11, Illinois  
Superior 7-4680

**DETROIT**  
Wm. Shurtliff  
601 Ford Bldg.  
Detroit 26, Michigan  
Woodward 1-0972

● You're seeing the greatest sales opportunity in history! In the 7th largest market in the country! In one of America's fastest growing industrial states! Hit it fast and hard . . . with today's most timely and powerful out-state Michigan sales-producing force . . . Booth Michigan Newspapers!

Sell this 2 million population market that's getting the national headlines. Total annual net income almost 4 billion dollars! Highest home-ownership index in the U. S. Highest per-capita car ownership, too!

Excellent dealer morale . . . greatly strengthened by intensive local dealer merchandising contacts! Sell Michigan this Fall! Booth papers can really help you! Ask for new file folder on Booth Michigan market.

(Ask about R.O.P. Color!)

# 8 BOOTH *Michigan* Newspapers

"YOUR MICHIGAN MARKET OUTSIDE DETROIT"

Grand Rapids Press • Flint Journal • Kalamazoo Gazette • Saginaw News • Jackson Citizen Patriot • Muskegon Chronicle • Bay City Times • Ann Arbor News

SEPTEMBER 20, 1955

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# Got a "Problem" Territory? Try a Concentrated Sales Program

That's what Columbia-Geneva Steel Corp. did—increased merchant products sales in Idaho 44% last year through an intensive advertising, sales promotion campaign teamed with salesmanship. Program now in other areas.

**An interview with RAY WAUGH • Staff Sales Manager  
Columbia-Geneva Steel Division, United States Steel Corp.**

Between September 1 and October 15 the Columbia-Geneva Steel Division, United States Steel Corp., San Francisco, will make a new promotion move to intensify its gain in what, a year ago, company executives were compelled to regard as a "problem" territory. This is the Idaho market where it reversed its position with respect to certain products from last to first and where, as a result of remedial action taken, sales continue to increase.

Company's most recent move has been to add another salesman in the territory to call on retail accounts. Now, to support this representative in the field, a six-week radio program is ready to begin.

First steps in the corrective program were taken last spring. Columbia-Geneva had sold very little in the territory since World War II, but in a short time put it back on the sales map. Chief material involved in the drive was a line of U. S. Steel Merchant Products. As a direct result of the program brand preference shifted from last to first place by a substantial percentage in favor of U. S. Steel. Advertising and Market Development, coordinated with field sales effort, accomplished it, increasing sales 44% within a year—"advertising and sales promotion backed up with thorough sales teamwork," says Ray Waugh, staff sales manager at San Francisco headquarters.

Idaho was not included in a farm product brand promotion program undertaken in 1950 in the rural areas of Columbia-Geneva sales territory. There were a number of sound reasons why the company could not serve this area for a decade—World War II, with consequent allocations and shortages, postwar market allocations, then Korea and more shortages. With

the advent of a competitive market in 1953, a promotional program in Idaho became practicable and Columbia-Geneva's top management began studying the situation.

Coincidentally, the Advertising and Market Development Divisions headed by Robert G. Hill and H. B. Montross, Jr., respectively, were deep in working out a test program of advertising and sales promotion for the products in the farm product line—fencing, nails, baling wire, roofing and siding sheets, and barbed wire.

Loring S. Brock, district vice-president in charge of the Inter-Mountain territory, wanted extra sales effort. The Advertising Department in San Francisco wished to test a program. After discussion among Hill, Montross, Brock and sales executives of the territory, it was decided to run the test in Idaho.

"The objective," Waugh says, "was to increase sales in the areas by building brand acceptance for our products and to demonstrate that an organized program could be of practical help to the salesmen in the field."

**Why the territory was chosen.** Idaho, was selected because (1) Boise, Pocatello and Twin Falls represent good-size cities within a typical rural area, (2) the area is geographically isolated, (3) transportation facilities are good, (4) it has high farm and urban income, (5) cities have suburban population, (6) it is an integrated economic area, (7) it was a relatively uninfluenced USS area before the promotion, (8) Columbia-Geneva products had been absent from the area, for all practical purposes, for more than 10 years, and (9) the area has a stable population.

From an advertising point of view, the Idaho territory had four distinct

advantages: (1) good radio coverage; (2) good newspaper coverage; (3) good farm paper coverage; (4) good mail coverage.

But there was a challenge: Competitors were entrenched.

From the point of view of the district office, the territory was not producing satisfactorily when it was surveyed in February 1954. The main difficulties: (1) It was a highly competitive market; (2) the very large area was covered by limited sales representation; (3) extensive missionary work had to be done.

**Finding the facts and facing them.** First step in the promotional effort, which was coordinated on a timetable plan of action, was to determine the company's position. A survey was conducted by a private agency to discover Merchant Products brand preferences. About 500 retail dealers were sent questionnaires. Of those who replied:

50% said their customers preferred Brand A on merchant wire products;

35% preferred Brand B on roofing and siding;

Only 5% of dealers' customers preferred United States Steel on merchant wire products;

Only 3% preferred United States Steel on roofing and siding.

Further exploration showed that both jobbers and retail dealers were uninterested in the company's brands, and had established close contact with USS competitors and familiarity with their products. Of the 542 dealers in the area, records showed that only 26 had asked for advertising or promotional material during recent years.

**The job ahead.** The company saw that its task was to reestablish the United States Steel name in the Idaho territory by creating attention, interest, and preference among consumers, dealers and distributors. It set out to create an interest in the products and services of United States Steel through a concentrated promotional program which would be coordinated with an intensive sales effort.

"Very simply, we knew we must get everybody talking about United States Steel," Waugh says, "with the specific objectives of increasing sales, broadening distribution, and improving brand acceptance."

For **red-hot** sales this winter

schedule **THE MIAMI HERALD**  
to blanket Florida's booming Gold Coast  
...in its biggest season ever!

Every sign points to a record-smashing season you simply can't afford to miss!

- ★ Summer business increased 15 to 50% over any previous season
- ★ Year round population is up 9% in a year to 1,100,000
- ★ 1½ million visitors expected this winter alone
- ★ More luxury hotels & motels a-building—more than 1,700 new units this year
- ★ Retail sales exceed 1¼ billion annually
- ★ Bank deposits \$783,000,000—up 15% over last year
- ★ Greater Miami home building leads the nation for the 7th straight year
- ★ Air travel way ahead of last year—13 airlines competing for lush travel routes into Miami!

Make the Miami Herald a must on your schedule this winter.  
This great newspaper alone sells the entire Gold Coast market.  
See your SB&F man today.

**The Miami Herald**



## Prominent Users of Strathmore Letterhead Papers: No. 118 of a Series

*Under sterile laboratory conditions, and using the most advanced materials and methods known, Smith, Kline & French Laboratories produces essential prescription pharmaceuticals for the medical profession.*



## Quality is a safeguard

**High standards** are good ethics and common sense in any phase of the field of medicine. Smith, Kline & French, a case in point, vigilantly demands quality even in the minutia of its operation. That is why SKF corresponds on Strathmore paper. The right look and crisp touch of a Strathmore letterhead bespeaks integrity for any firm, large or small. Your firm for instance. Simply ask your supplier to show you proofs of your own letterhead on Strathmore...you'll see the difference quality makes.

**Smith, Kline & French Laboratories**, which began as an apothecary shop in 1841, is today an important manufacturing and research pharmaceutical company, engaged in the development of prescription drugs. It has introduced such specialties as 'Benzedrine,' 'Dexedrine,' 'Thorazine,' and many others, all evaluated and produced in its own laboratories. Through such significant achievements, SKF contributes greatly to the new era in drug therapy.

# STRATHMORE

## Makers of Fine Papers

STRATHMORE PAPER COMPANY, WEST SPRINGFIELD, MASSACHUSETTS

The program. A six-week period between March 15 and May 1, 1954, was selected for the drive. It was to be aimed at consumers, and sold to dealers.

Staff Sales Manager Waugh comments: "It is often said that you can't force distribution, that dealers must have your product before they can sell it. Generally, that is a sound approach. But with our situation in the area, and confronted with understandable jobber indifference and no particular enthusiasm on the part of dealers, starting at the point of distribution was out of the question. Jobbers had been contacted in the fall of 1953 and, quite frankly, they didn't want to buy from us."

The company contracted for six half-pages in regional farm publications (*The Idaho Farmer*, *Farm Journal*, *Livestock Magazine*, and *Dairyman's Journal*), and space in leading newspapers. It took radio time during a five-week period at hours to draw the widest possible farm and urban audiences. Stations were used at Boise, Pocatello, and Twin Falls. Publicity releases and photographs of District Vice-President Brock were sent to all major newspapers. A special film program was arranged for civic, church, and educational groups. There were also trade and direct mail advertising to dealers, and a formidable array of dealer sales aids.

### Merchandise by Mail

The program was merchandised to dealers by means of twice-a-week mailings. Seven direct mail letters went to each of the dealers in the area to introduce the company's products, to acquaint them with the new sales program, and familiarize them with the advertising soon to break. Two of the farm magazines sent letters to dealers announcing that United States Steel was back in Idaho. Dealers and distributors were sent six reprints of consumer advertisements.

The consumer campaign was preceded by personal sales calls on dealers. Six United States Steel field men each spent an average of 10 days to make a total of 542 calls. Two letters to dealers heralded visits of the salesmen. The trade advertising (in *Hardware World*, *Western Feed and Seed*) paved the way for the contacts.

The field men told dealers of the concentrated advertising to consumers scheduled to start soon. They made it clear that they were there to help them to tie in with it. It was suggested, of course, that they stock up with the materials to be promoted in preparation for the expected demand. The salesmen provided signs, sales literature, mats for dealer tie-in ad-



**To sell more  
where more is sold it's FIRST 3 FIRST!**

Heavier advertising effort is necessary in the 3 concentrated City and Suburban areas of New York, Chicago and Philadelphia — which account for 18% of all U. S. Retail Sales—because in these areas the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In these far-above-average markets *there is no substitute* for FIRST 3 MARKETS' coverage of more than 3-of-every-5 families. And, FIRST 3's TOTAL "Sunday Punch" Circulation of over 6,000,000 reaches 49% of the families in 1,440 Cities and Towns, which ring up 34% of Total U. S. Retail Sales. To make your advertising sell *more* where *more* is sold ... it's FIRST 3 FIRST.



The group with the Sunday Punch

**FIRST 3**  
MARKETS GROUP

Rotogravure • Colorgravure

New York Sunday News  
Coloroto Magazine  
Chicago Sunday Tribune  
Magazine  
Philadelphia Sunday Inquirer  
"Today" Magazine

New York 17, N. Y. News Building, 220 East 42nd Street, VAnDerbilt 6-4804 • Chicago 11, Ill., Tribune Tower, Superior 7-0048  
San Francisco 4, Calif., 155 Montgomery Street, GARfield 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Boulevard, DUAnKirk 5-3557

SEPTEMBER 20, 1955

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# EAGER READERS?



## Yes, and "live" ones, too!

All Farmer-Stockman subscribers are "live" . . . paid in advance . . . none are carried in arrears. None are sold with premiums. Farmer-Stockman readers are "live" in the way they do business, too . . . always alert for new and better ways to farm.

Mr. R. S. R. of Fletcher, Oklahoma, writes, "Thanks a million for the article—'Plant 1955 Cotton New and Better Way.' This is the type of story we need . . . sound, practical advice with mechanical drawing which is clear . . . easily understood."

These eager readers are your "live" prospects when you advertise in the Farmer-Stockman!

## the Farmer-Stockman

Owned and Operated by  
THE OKLAHOMA PUBLISHING CO.  
The Daily Oklahoman • Oklahoma City Times  
WKY • WKY-TV • WSFA • WSFA-TV  
Represented by THE KATZ AGENCY

**RENT YOUR CAR  
OR LEASE A FLEET  
FROM  
NATIONAL**

... in all principal cities here and abroad . . . consult your phone directory under "NATIONAL". Write for courtesy card and directory to:

NATIONAL CAR RENTAL SYSTEM, INC.  
1200 WASHINGTON AVE., CO. 1-9709, ST. LOUIS 3, MO.

vertising, and showed the retail men how to make most effective use of the aids. All dealer helps were made available free of charge if USS products were stocked. This produced a tremendous amount of good will at the start. Response to the calls was excellent. Many dealers expressed surprise that the manufacturer would take a personal interest in their sales problems and give them valuable selling aids without cost. "How much is this going to set us back?" was a frequent query recorded by salesmen in their call reports. The atmosphere warmed when they found that nothing was to be asked of them but cooperation in a program to bring them profits.

"It's amazing how many friends you can make if you set out to serve and to help," Waugh says. "Perhaps that is the key to the success of this program."

As the last sales calls ended, coincident with the follow-up direct mail to dealers, the consumer program began. After the first advertising broke, the company wrote fraternal groups, churches, civic leaders, clubs, with the news that an interesting and educational film was available for the asking — "Steel—Man's Servant." Aim was to create the widest possible awareness through the area that USS was in business there.

While the consumer advertising was in progress, there were three follow-up mailings to dealers over a three-to-four-week period and additional advertising in dealer publications, both talking to the retailers in their own language.

Abundant publicity resulted, aided by the visit of Marcus J. Aurelius, then v-p Sales, from headquarters. He talked with distributors, addressed luncheon meetings and met with trade and business leaders.

**What did it cost?** Intensive as the program was, effective as it turned out to be, it was not expensive as promotions go. Hill estimates that over 40,000 "calls" were made on consumers in terms of listener and reader impressions of the advertising in farm publications and over the radio. As we have seen, over 500 dealers were seen and intensively cultivated.

Cost of the advertising literature sent to dealers averaged 26 cents per dealer. Further assistance to dealers in the form of promotional kits and other material average \$1.82 per dealer. Total cost of the program amounted to \$6,140. Broken down into the various categories:

For dealers, \$3,199.

For consumers, \$1,954.

For dealer assistance, \$987.

It was well worth it! Results were immediately evident. Sales had increased 25% within two months after conclusion of the program. Before the end of the year the increase was 44%.

Out of the 542 dealers contacted, 196 were added as regular retailers of United States Steel materials in the categories promoted. All major distributors in the area were added.

A follow-up survey after the campaign revealed the change in brand preference rating. It was found that among the dealers who had replied to the questionnaire in the original survey, made in March 1954, opinion regarding customer preference had shifted markedly in favor of United States Steel.

On the wire products, instead of 50% preferring Brand A, as they did before the campaign, only 25% now preferred that brand. Whereas in the early survey USS was mentioned in only 5% of instances, in the second survey the mention had gone up to 33%.

Brand B roofing and siding was stipulated by dealers as the preferred brand among 35% of their customers in the original survey, while USS was mentioned in only 3% of the cases. After the campaign, dealers noted that customer preference for Brand B dropped to 20% and their opinion regarding USS increased to 25%. Returns appeared to show that dealers replying believed that their customers' preference for steel products generally had increased, whereas the preference for non-steel roofing and siding had decreased.

The company recorded up to 324 responses from dealers after one direct mailing in which it was announced that United States Steel was coming back to Idaho and that a catalog or a call from a sales representative would follow a request.

The Columbia-Geneva management was sufficiently satisfied with the results of the test to recommend it to other areas of their territory. It has already been extended to the lower section of California's central valley and to the inland empire region of Washington and Oregon.

Summing up, Waugh states that a promotional program correctly teamed with sales can make the job of selling easier and more effective. "We realize that in the last analysis it is the direct sales effort which clinches the order. But a well planned promotional campaign which creates interest, attention, and desire paves the way for the selling effort." **The End**

SALES MANAGEMENT

# Solving your sales problems is our job

**S**ALES are made by people. People can be motivated to put forth extra effort. Knowing motivation methods and how best to employ them on management's behalf is the highly specialized business of Cappel, MacDonald and Company.

## *Do you want to rouse dealers?*

Must you meet competitive forays, bounce salesmen out of ruts, launch a new product or promotion, or use the power of extra work and enthusiasm to roll back any sales crisis?

On one day's notice—without adding to the burden of your own sales or sales promotion departments—Cappel, MacDonald can bring to bear on your problem skills, experience and staff which no individual client-company could match.

## *Prizes are the heart of the C-M method*

Most-wanted merchandise and luxurious travel awards provide every participant with a concrete, stimulating, yet attainable goal. But proper prizes are only the beginning of sales incentive success.

A hundred or more C-M people may work on a single campaign—experts in sales psychology and planning, in creating and producing sales promotion material, in purchasing and shipping prizes, in arranging details of group meetings or individual travel. Executives seasoned by 33 years experience supervise every detail of your sales incentive campaign.

## *Sales-proved by leading firms*

The unlimited power of incentive plans is becoming increasingly clear to America's business leaders.

"The contest has ended with 198% of quota in written business", writes an insurance company.

"Every one of our Cappel, MacDonald programs have proved extremely effective in building enthusiasm and gaining results", says an office equipment maker.

"We sold more cars than during any other month in the history of the Region", reports an auto manufacturer. "Our sales nearly doubled those of the corresponding month the previous year".

## *Costs are self-liquidating*

You pay for the prizes after they are won—wholesale prices for merchandise, carrier-resort rates for travel. You invest a nominal sum in promotion material, pay nothing extra for planning, creative and detail work.

You have substantial sales volume to gain . . . virtually nothing to lose by sampling this unique service. So act now.

## *Send for free facts . . .*

If you want to get more work and enthusiasm out of your men, send for "Who's Selling Who," the complete story of successful incentive programs. No obligation, of course. Just write on your letterhead to CAPPEL, MACDONALD AND COMPANY, DEPT. D-9, DAYTON 1, OHIO.





*Sales problems vanish into thin air...*

*when you offer Travel, the most glamorous of all incentives. Your men will work as they never worked before . . . build solid success-habits, too . . . when the prize is a week in Paris, a weekend in Havana, or a holiday at Waikiki. C-M plays good host every step of the way, using the facilities of . . .*



**PAN AMERICAN WORLD AIRWAYS**

## CAPPEL, MACDONALD AND COMPANY

Dayton, Ohio  Offices in all principal cities and Canada

MERCHANDISE INCENTIVES • PREMIUMS • TRAVEL INCENTIVES



**TRAINED BY EXPERTS** to pop corks and pour champagne without spilling, Western stewardesses deftly serve an average of two cocktails per person on a flight. Result: August gross hit a new high.

## Western Airlines' "Champagne Flights"

**All the champagne you can drink, free orchids and cigars, filet mignon and perfume—that's the Western package which has increased the first-class load factor by 30%.**

Western Airlines' passenger gross has soared 35% during the past 15 months and a good part of that increase can be attributed to a little glass of wine. The wine is served on the airline's new and popular "Champagne Flights" which, according to August figures, are producing a whopping load factor approaching 95%, and have cut "no shows," the bane of commercial aviation, to scarcely 1%.

This coming month WA expects to serve 40,000 glasses of bubbly California champagne to passengers on these de luxe flights. The sparkling wine, which Western now buys by the case, is part of a new red-carpet service for first-class passengers—a service which has given a new lift to de luxe flying.

The innovation has proved a solution to a Western dilemma. By mid-year 1954, the airline, which had pioneered aircoach among scheduled carriers, found itself saddled with a lusty problem child. From nothing

in 1949, aircoach by 1954 was accounting for 27.4% of passenger revenue.

By comparison, Western's de luxe service was lagging. The problem: how to inject new life and ticket appeal into de luxe flights.

Needed, decided Western's president, Terrell C. Drinkwater, was a super-duper luxury package—red-carpet treatment at no extra fare.

So Western set out to prove what packaging experts have long claimed—that anything, even an airplane, can be made fancy with ribbon and tinsel—and sparked back to life.

On June 1, 1954, Western launched its now famed "Champagne Flights"—inaugurating what it more formally calls its "Californian" fleet.

Climb aboard a "Californian," Western told customers, and into luxury's lap. At no extra cost, passengers would be treated to all the champagne they could drink. There'd be cigars (at deplaning) for the

gentlemen, Hawaiian orchids for the ladies (and in addition, a 1/10 gram of imported "Carnet de Bal" perfume). For the first time in any domestic flight, Western offered reserved seats, fine linen, silver service—and meals featuring filet mignon, smorgasbord and sirloin de Lesseps.

Just 14 days after that first "Champagne" DC-6B streaked out of L.A., San Francisco bound, Western, besieged by enthusiastic travelers, doubled its service. It's been doubling and trebling it ever since. Today, 16 "Champagne" flights ply Western's circuit, serving cocktails aloft between all principal West Coast cities and L.A.-Minneapolis/St. Paul.

Results: August passenger gross was at a new high, the increase directly traceable to aerial cocktails. Whereas Western is plagued (like its sister carriers) with 3%-5% "no shows" on its other flights, Champagne "no shows" tally scarcely 1%. Most gratifying of all is the Champagne flights' burgeoning load factor, a whopping 94%-95%, compared to 65% on non-champagne deluxe flights, an over-all 87%-88% throughout Western's runs.

"It figures," says a Western executive, "there just wasn't enough difference—except fares—between de luxe

# Here It Is...

# In Black And White

Of all Negro occupied dwelling units in the city of Memphis, the combined home delivered circulation of The Commercial Appeal and Memphis Press-Scimitar covers 82.5%.

The top purchasing power of this great and growing Negro market is completely blanketed by these two newspapers.

**To sell the  
Negro Market,  
put it in  
CAPS**

*The Negro population of the City of Memphis is 37.8 per cent of the total—U.S. Census 1950.*

Of all white occupied dwelling units in the city of Memphis, the home delivered circulation of the daily Commercial Appeal reaches 91.7% . . . the Memphis Press-Scimitar, 81.5%.

**To sell the  
White Market,  
put it in  
CAPS**

*Two Dailies and the South's Greatest Sunday Newspaper*

THE **C**OMMERCIAL **A**PPEAL ~ MEMPHIS **P**RESS-**S**CIMITAR

SCRIPPS-HOWARD NEWSPAPERS



## 1955 GOES Wild IN DAVENPORT, IOWA

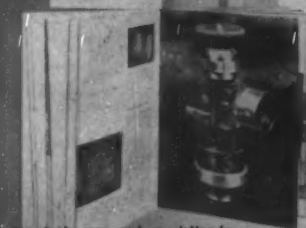
ALCOA plans \$30 million expansions  
**FORD MOTOR CO.** picks Davenport as sales headquarters  
**SEARS ROEBUCK** \$3 million store opens  
**\$3 MILLION** shopping center starts  
**BENDIX AVIATION** expands plant  
**PLAN \$500,000** downtown shops building  
**IOWA'S HIGHEST!** Bank clearings up 18.8%!

**Again... DAVENPORT NEWSPAPERS ARE**  
 FIRST in Quad-City circulation — in Quad-City advertising lineage — in advertising lineage in ALL IOWA!

The MORNING DEMOCRAT — The Evening DAILY TIMES — The Sunday DEMOCRAT & TIMES  
 Represented Nationally by Jann & Kelley, Inc.

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Devoted exclusively to currently available new products and monthly information about the lucrative new products field. \$10 annually



For single copy send one dollar to  
 NEW PRODUCT DIGEST, Box 2052, Austin 11, Texas

## I wouldn't miss an issue

David E. Sedgwick, Pres.  
 The Waterman-Waterbury Co.,  
 Minneapolis

Here's another of the 284,706\* corporate officers and titled executives who read The Rotarian, 90% of whom buy material, equipment, supplies or services for their firms.

## The Rotarian

1600 Ridge Ave., Evanston, Ill.  
 \*313,889 average not paid ABC Dec. 1954

and aircoach. Planes were the same—mostly DC-6Bs—and so were the stewardesses. To entice de luxe fares we needed to widen the gap between de luxe and tourist flights—and 5,000 fifths of champagne a month are doing it."

Sounds like a lot of champagne. It is. Overnight, Western has become Italian Swiss Colony's single biggest customer for domestic champagne.

For enplaning passengers, the red-carpet treatment begins at the ticket counter. There passengers can choose (and reserve) their seats, select them from a big seat-layout board. A gold foil tab is affixed to their ticket envelope, confirming the reservation.

Do air fares vie for the same seats? "Not often," a Western traffic man explains. "The joy-boys take any seat and spend most of their time in the DC-6B's rear lounge. Old-timers like to ride athwart the wings. Families prefer the forward compartment. Most, though, follow the herd instinct—they bee-line for the main compartment where there are seats aplenty. Not many arguments arise."

It's VIP treatment—all the way. A fancy sign tells passengers they're boarding "The Californian—Western's Champagne Flight." A stewardess pins an orchid, imported from Hawaii, on each lady. Currently Western buys 11,000 corsages a month. An unopened bottle of champagne, nesting in a silver champagne bucket decorates the galley—silent re-

minder that it's a cocktail flight. Lined up, too, are Western's special short-stemmed cocktail glasses and a silver platter of fresh California fruit.

The service? Strictly de luxe and continuous. Where other flights, even de luxe, use paper napkins, there's linen (embroidered with the "Californian" insignia), silverware, soft music during mealtimes and while the ship's on the ground. Even the music's "special"—non vocal stuff tape-recorded by Muzak.

"We don't play music aloft—except during mealtime," says a stewardess. "Don't want to annoy our captive audience."

Despite some pretty dire words from such fundamentalists as the WCTU, Western reports not a single case of overdrinking.

Flights are scheduled so that meals interrupt the quaffing, act as a kind of self-imposed control. Come the filet mignons and even the most energetic of drinkers put aside their glasses.

Some champagne statistics: On an average, passengers drink two cocktails apiece, except on Western's long runs (L.A.-Minneapolis/St. Paul), where consumption doubles. Nearly 100% of adults take cocktails. So constant is the two-drink consumption rate that Western puts aboard only 15 fifths (in a special refrigerator which holds bottles to 38 degrees). Seldom has a flight run dry of the 12% stuff. Figuring eight cocktails to the fifth, that three gal-



"Cleveland—three, New York—ono, end of the sixth"

SALES MANAGEMENT

**CARD 1 PLANTS, 1947**  
NUMBER OF INDUSTRIAL PLANTS—BY CLASSIFICATIONS

FOOD AND KINDRED PRODUCTS	TOBACCO PRODUCTS	TEXTILE MILLS	APPAREL PRODUCTS	LUMBER EXCEPT FURNITURE	FURNITURE AND FIXTURES	PAPER AND ALIEN PRODUCTS	PRINTING AND PUBLISHING	CHEMICAL PRODUCTS	PHARMACEUTICALS AND COAL PRODUCTS	COUNTY
1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	101-110

**CARD 2 PLANTS, 1947**  
NUMBER OF INDUSTRIAL PLANTS—BY CLASSIFICATIONS

FOOD AND KINDRED PRODUCTS	TOBACCO PRODUCTS	TEXTILE MILLS	APPAREL PRODUCTS	LUMBER EXCEPT FURNITURE	FURNITURE AND FIXTURES	PAPER AND ALIEN PRODUCTS	PRINTING AND PUBLISHING	CHEMICAL PRODUCTS	PHARMACEUTICALS AND COAL PRODUCTS	COUNTY
1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	101-110

**CARD 1 POPULATION AND INCOME**

STATE	COUNTY	CITY	POPULATION	BUYING INCOME	
				TOTAL	% OF U.S.A.
1-50	51-100	101-150	151-200	201-250	251-300

**CARD 2 RETAIL SALES BREAKDOWN**

STATE	COUNTY	CITY	TOTAL	RETAIL SALES					BUYING POWER % OF U.S.A. POTENTIAL
				FOOD STORES	GENERAL MERCHANDISE	FURNITURE HOME FURN. BARG.	HAIRDRESSING	DRUG STORES	
1-50	51-100	101-150	151-200	201-250	251-300	301-350	351-400	401-450	451-500

**CARD 3 POPULATION, INCOME AND SALES**

STATE	COUNTY	CITY	POPULATION	INCOME	RETAIL SALES	
					FOOD STORES	GENERAL MERCHANDISE
1-50	51-100	101-150	151-200	201-250	251-300	301-350

**CARD 4 INCOME DISTRIBUTION**

STATE	COUNTY	CITY	NUMBER OF SPENDING UNITS	NET EFFECTIVE BUYING INCOME (ADD 900)				
				10,000-14,999	15,000-19,999	20,000-24,999	25,000-29,999	30,000-34,999
1-50	51-100	101-150	151-200	201-250	251-300	301-350	351-400	401-450

## Use them for fast, *Automatic* territory analysis

By using only those cards conforming to your particular sales territories, you can conveniently apply the *SALES MANAGEMENT Survey of Buying Power* to your own market areas. Through MARKET STATISTICS, INC., the IBM Service Bureau will prepare these analyses for you quickly. Or if you have an installation of IBM equipment, you can prepare them automatically right in your own office. More than 100 leading manufacturers and distributors have adopted this new approach to setting scientific sales quotas.

It is only necessary to determine what factors (or combination of factors) published in the *Survey* would reflect consumer demand for your product. If you have any questions on this point, you may without obligation consult with the staff of MARKET STATISTICS, INC. for complete details.

For further information on how to use the *Survey of Buying Power* on IBM cards, write or phone Dr. Jay M. Gould, MARKET STATISTICS, INC. 432 Fourth Avenue, New York 16, N. Y. (Telephone Mu. 4-3559).

**MARKET STATISTICS, INC.**  
RESEARCH CONSULTANTS TO SALES MANAGEMENT  
432 Fourth Ave., New York 16, N. Y. Mu-4-3559

# Burkhardt ZIP-A-KITS

give your salesmen  
MORE PRESTIGE . . .  
MORE PRODUCTIVITY!



*One of many unusual Burkhardt Zip-A-Kits.  
Features 3" prong metal for extra capacity.*

Sales managers know that tired looking sales material, catalogs and carrying cases are deadly to sales.

And that's where Burkhardt Zip-A-Kits come in! For Zip-A-Kit cases are tailored to fit your every selling need . . . keep contents new and fresh-looking. Whether a simple interview . . . or a long selling campaign . . . they help your salesmen tell a logical, convincing story every time. That's because they keep every piece of selling information in exact, compact, easy-to-reach order.

And talk about keeping up appearances! A complete line of top grain cowhides and vinyl coated Burvyl in scratch, stain and perspiration-resistant finishes. All wear spots reinforced for longer wear. Every case is sewn with heavy duty thread for extra protection against tearing or ripping.

Best of all, Burkhardt Zip-A-Kits are available with instant-action post, prong and ring metals which permit flat opening and fast, easy page changing of catalogs and other loose leaf literature. Whether you need a 1" or a 6" capacity, there's a Burkhardt style to fit your requirements and budget.

You'll find Burkhardt Zip-A-Kits build prestige . . . build productivity for your salesmen. Write for free copy of our new catalog. It gives complete facts on styles, prices and uses!

THE  
*Burkhardt*  
COMPANY

Binders to American Business since 1911  
545 WEST LARNED • DETROIT 26, MICHIGAN

Gentlemen: without obligation, please send me your illustrated Zip-A-Kit Catalog!

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

lons of champagne makes up into 120 drinks—two for each of the flight's 60 passengers.

"We've had some people skip meals, of course, for an extra drink—but not many," admits In-flight Service Manager Dick Ensign. "Drunks? To date—not one. And remember, we're serving 1,000 gallons of champagne a month."

Western has, on occasion, indoctrinated fares to Italian Swiss Colony.

There was the little old lady who demurely passed up a cocktail, saying quietly, "I don't think I care for any."

An hour later she beckoned the stewardess over. "I think I'd like to try just a sip."

Before flight's end she'd finished her second glass.

And in the past four months she has booked onto three flights.

If there's any problem, it's with cigars. Though Western has no set rule against smoking pipes or cigars, stewardesses ask that passengers smoke cigarettes only (as do signs posted throughout the ship). Western sidesteps the issue by handing out cigars as gentlemen deplane—"as a kind of souvenir." Cigars are Dutch Masters and Robert Burns (which retail three for 50 cents). Like everything else aboard Champagne flights, cigars are specially packaged and labeled (gold overprint running half their cellophane's length is inscribed, "Californian—Western Airlines").

## Private Stock

Champagne bottles, too, are specially wrapped (gold foil sheathing their tops, a gold foil label with white and orchid overprinting prettying the bottle). Reads the label: "California Champagne—Sparkling Wine—bottled from Private Stocks Expressly for Western Airlines. 'The Californian,' by Italian Swiss Colony, Asti, Calif."

Probably the schedule's biggest booster is the Wine Institute, Inc., which sent experts to show stewardesses how to pop corks without spilling the champagne.

Western, for its part, toted a case of champagne over to Douglas Aircraft's high altitude chamber, popped corks at a simulated 25,000 feet—just to see what would happen should a DC-6B suddenly depressurize. Results: Champagne poured and corks popped as readily at 25,000 as at 6,000 feet, the usual pressurized altitude.

With fares rushing for its super de luxe service, Western faced another problem: Would red-carpet

SALES MANAGEMENT

treatment jeopardize its regular de luxe flights? Western thinks not. First, no "Champagne" flight plies a route unless it runs competitively with both a Western aircoach and another de luxe, non-champagne schedule. Secondly, "Champagne" flights serve peak competitive hours (running practically wing to wing with United on the lucrative L.A.-San Francisco run). Thus far, too, cocktail flights have drawn a high proportion of men (70%), many of them business people with next-day appointments in their city of destination. When Western inaugurated its "Californian" between L.A.-Minneapolis/St. Paul (Sept. 26, 1954), it announced plans "to reserve the special eight-passenger forward compartment for in-flight business conferences."

One big startler revealed to date: Despite their average two cocktails, few "Champagne" fares become air sick. Puzzled, Western consulted aero-medics. Their verdict: Air-sickness is often more mental than physical. Passengers are having such a good time they aren't worrying themselves nauseous.

#### Pilots Abstain

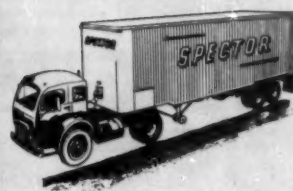
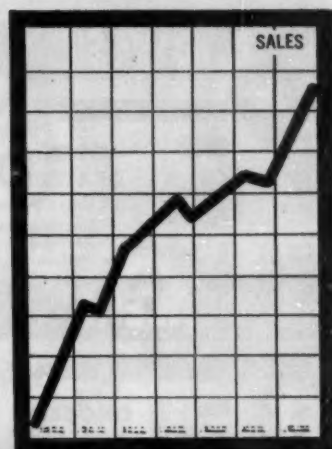
What of the WCTU's prediction that pilots are bound to drink if alcohol's aboard? "Ridiculous," declares Marvin W. Landes, v-p, service. "Read the CAA rules—and study our operation—and you know that if any pilot so much as touches a drink 24 hours before his flight call, he's fired—and loses his license. Our pilots are veterans with years of service—and high salaries. They aren't going to jeopardize a career for a sip of champagne."

With passenger revenues up 10% over 1953, Western credits most of the gain to its "Champagne" flights. Western's aircoaches experienced normal and modest gains. The big leap came with inauguration of "The Californians." What pleases Western most is that 95% load factor. It's no secret that air fare profits leap mightily once a carrier passes its break-even load factor.

"The cost of this extra service," admits one Western executive, "is small—even with 5.6-ounce filet mignons and cocktails—small compared to proportionally larger net income. The idea has more—much more—than paid for itself."

Says Art Kelly, vice-president in charge of sales: "Western has established a new standard for domestic airlines. Competition is following, certainly, but we intend to keep more than just one jump ahead." **The End**

is your  
sales effort  
as productive  
as it could be  
?



## **SPECTOR**

*Customized*

**FREIGHT  
TRANSPORTATION SERVICE**

provides fast,  
cost-controlled  
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more than 5000  
markets in 37 states

Perhaps it's never occurred to you, but transportation is one of the most important aspects of your selling effort. Rich new markets... sales-controlled inventories... lowered warehousing costs... and, above all, fast customer service are available to the sales manager who appreciates this fact and is willing to invest the time to do something about it.

Consult with your traffic manager or your nearest Spector representative. He'll welcome the opportunity to show you how Spector's broad authority, modern, versatile fleet and advanced "sales-engineered" methods can help make your merchandising and distribution program pay bigger dividends.

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General Offices: 3100 S. Wacott Avenue, Chicago 8

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Dexter • Indianapolis • Milwaukee • Newark • New  
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St. Louis • Springfield (Mass.) • Worcester

## MIDWEST

MIDWEST UNIT FARM PAPERS 47.9%

FARM MAG. A	14.8%	<b>DRUG DEALERS' Choice</b> Preferences based on 551 dealer reports to wholesalers.
FARM MAG. B	7.7%	
FARM MAG. C	7.4%	
FARM MAG. D	2.3%	

## DEALERS'

MIDWEST UNIT FARM PAPERS 56.8%

FARM MAG. A	11.9%	<b>GROCERY DEALERS' Choice</b> Preferences based on 480 dealer reports to wholesalers.
FARM MAG. B	6.0%	
FARM MAG. C	6.3%	
FARM MAG. D	2.1%	

## FIRST CHOICE

MIDWEST UNIT FARM PAPERS 54.6%

FARM MAG. A	8.7%	<b>APPLIANCE DEALERS' Choice</b> Preferences based on 476 dealer reports to wholesalers.
FARM MAG. B	7.3%	
FARM MAG. C	7.3%	
FARM MAG. D	10.6%	

## IN MEDIA

MIDWEST UNIT FARM PAPERS 70.8%

FARM MAG. A	8.2%	<b>IMPLEMENT DEALERS' Choice</b> Preferences based on 1,457 dealer reports to wholesalers.
FARM MAG. B	3.4%	
FARM MAG. C	6.8%	
FARM MAG. D	11.2%	

## OF COURSE...

MIDWEST UNIT FARM PAPERS 64.7%

FARM MAG. A	7.9%	<b>HARDWARE DEALERS' Choice</b> Preferences based on 1,216 dealer reports to wholesalers.
FARM MAG. B	5.2%	
FARM MAG. C	6.2%	
FARM MAG. D	11.5%	

Reports on these and other dealer preference surveys available now on request.

## MIDWEST Farm Paper UNIT

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THE FARMER & PRAIRIE FARMER  
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SALES OFFICES AT: 59 East Madison Street, Chicago 3;  
250 Park Avenue, New York 17; 110 Sutter Street, San  
Francisco 4; 672 S. Lafayette Park Place, Los Angeles 57.

## "Lost Sale" Quiz #37

### Hard-way Hector

"The Out-of-Step Ostrich"



... pushes his pet product regardless of his company's current promotion of a new product or a seasonal push

### HE LOSES SALES BECAUSE . . .

- (a) . . . his demonstration isn't impressive enough
- (b) . . . his prospect wants him to discuss the other product
- (c) . . . he doesn't use his "sales aids"

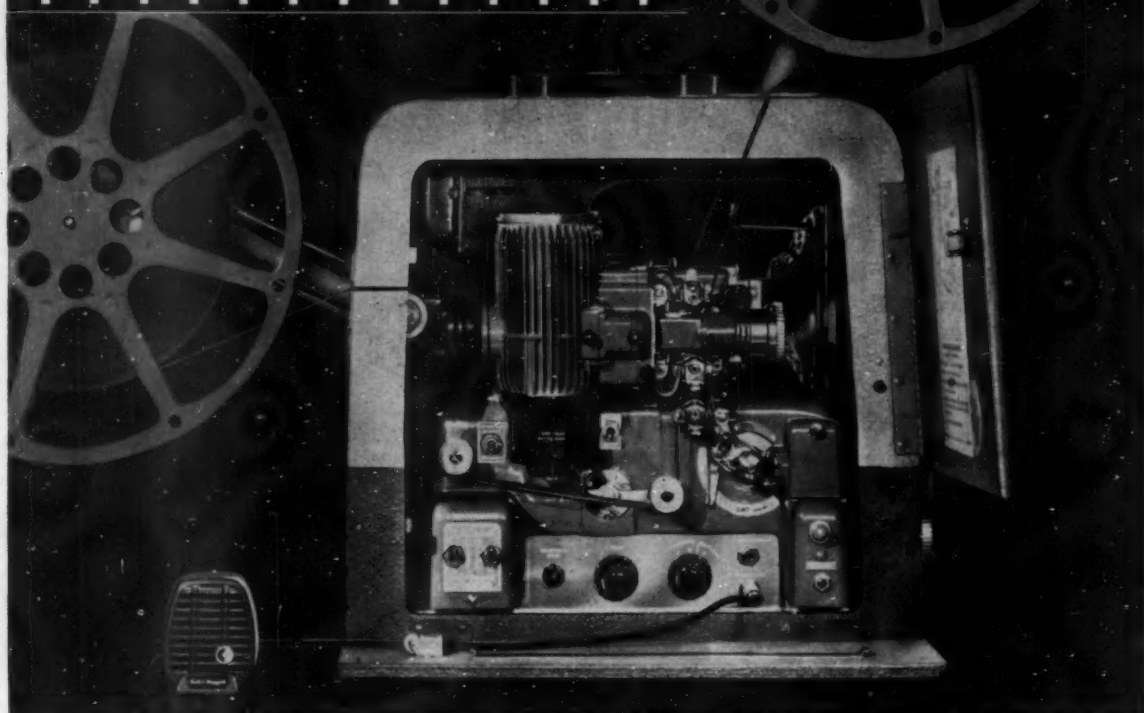
Selling would come easier to Hector if (b) he would follow through on product interest created by his company's current promotion.

Tie-in your selling effort with your company's seasonal promotional activity and you get the benefit of its preselling effect on prospects. Make full use of current sales aids and reprints of advertising and promotion pieces as visual reminders. Make your selling the follow-through of good promotion and you sell the smart way.

© 1955 William G. Damroth & Co.

Editor's Note: Sixteen of these sales cartoon quizzes have been bound in a handsome, two-color booklet titled "The Lost Sale." Order your copies now. Prices: \$1.00 per copy up to 11 copies; 80c per copy 12 to 99 copies; 60c per copy 100 or more copies. Send order and check to Sales Management magazine, 386 Fourth Ave., New York 16, N. Y.

EXPERIENCE LEADS TO BELL & HOWELL



Bell & Howell Filmosound 202 Magnetic Recording Projector

## How to make your sales movies talk like your best salesman

**IN TODAY'S MARKET,** sales managers must make the most of every selling aid. You can broaden the use of sound movies easily and economically with Bell & Howell's Filmosound 202 projector. Its magnetic recording system lets you add sound to your own company-made silent movies and repeatedly change your story to suit your audience. Also, you can adapt the sound track of your films to reach foreign markets, or to personalize your message for important prospects. Filmosound gets results!



**SOUND "EDITOR" WORKS LIKE THIS.** Want to re-record the entire script? Change a single word? Set switch on reverse (left), run film back to any given point and make revisions. Still picture clutch (right) stops mechanism on single frame, permits perfect synchronization of sound.



HONORARY  
ACADEMY AWARD 1954  
TO BELL & HOWELL FOR  
47 YEARS OF PIONEERING  
CONTRIBUTIONS TO THE  
MOTION PICTURE INDUSTRY.



© A. M. P. A. S.



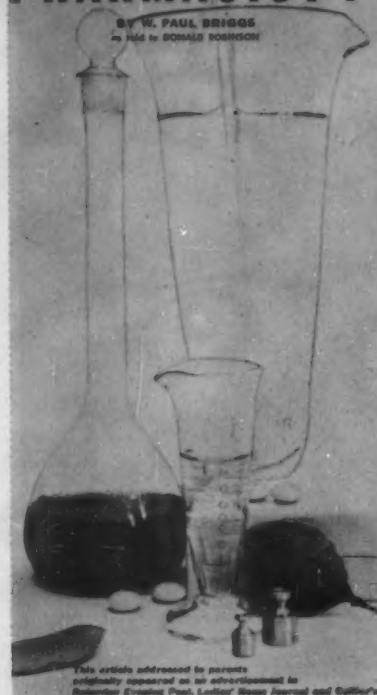
### VERSATILITY AT YOUR FINGER TIPS

Recording and playing magnetic sound are but a notch apart on the sound selector knob. Turn clockwise for optical sound movies. Sound and silent operating speeds.

Write for free booklet, "Tips on Making Your Own Magnetic Sound Movies."

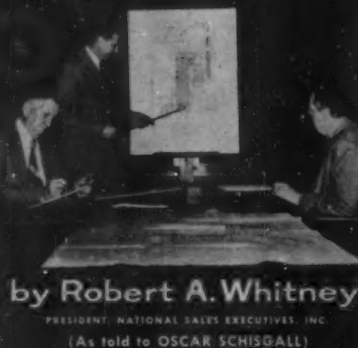
**Bell & Howell** 7190 McCormick Road  
Chicago 45, Illinois

## SHOULD YOUR CHILD BE A PHARMACIST?



**PHARMACY MORE POPULAR THAN SELLING?** Not necessarily, but New York Life finds it more promotable. The company's initial print order for the pharmacy career booklet is 685,000, instead of the normal 200,000, because the drug industry has offered to feature the booklet in

## Should Your Child be a Salesman?



10,000 drug stores. Some 235,000 copies of the selling career booklet, first printed in December, 1954, have been issued, but there has been no retail distribution on the scale of the pharmacy booklet. About 275,000 copies of the architect booklet have been issued since 1953.

## Should Your Child be an Architect?



## How to Use Ads as Door-Openers

**Says New York Life's vice-president in charge of sales development:** "By integrating national advertising directly into the sales operation we are getting more direct sales per advertising dollar. The impact of magazine ads and mailers opens the door for . . . favorable interviews."

During Pharmaceutical Week, October 2-8, 10,000 drug stores will have beside their cash registers counter cards with dispenser pockets holding pamphlets entitled, "Should Your Child Be a Pharmacist?"

They will be available free to the stores' customers, through the courtesy of the New York Life Insurance Co., working with four organizations: National Wholesale Druggists' Ass'n., National Association of Chain Drug

Stores, Druggists' Supply Corp., and the Federal Wholesale Druggists Ass'n.

The article in the pamphlet is one of a series published as advertisements by New York Life, each covering a different career: "Should Your Child Be an Electronic Engineer?" (or a chemist, a farmer, a newspaperman, etc.). By the end of 1955 the company will have published 17, most of them written by a professional author

from an interview with an authority in the particular field—Irving Langmuir, on chemistry; Roscoe Pound, on law; Robert Moses, on a career as a public servant. Though published as advertisements, all are in editorial format. All have been well "merchandised," available for promotional use.

"Counter cards which will be in the drug stores in October are about the nearest we can come to the traditional point-of-purchase display," comments Second Vice-President Andrew H. Thomson, in charge of sales development for New York Life. "Manufacturers of such tangibles as groceries, electrical appliances and shirts have an opportunity to take the practical approach, through using window or counter displays in retail stores. Through these they can remind prospects that 'Here is the product which works wonders, that was

*Coming...*

*in November 10th issue of Sales Management*

## **The 1965 LOOK**

**WHERE WE'VE COME FROM, 1945-1955  
and WHERE WE'RE GOING, 1955-1965**

A realistic close-up of 1965 coupled with a complete picture of the past decade . . . changes in markets . . . population . . . buying power . . . distribution methods . . . product design . . . materials . . . manufacturing . . . through the eyes of probably the most star-studded team of experts ever to write on one subject in a single issue of a business magazine . . .

- SUMNER H. SLICHTER—Lamont University Professor, Harvard University, and other nationally famous economists and business analysts.
- GOVERNMENT EXPERTS — on Population, Income, Sales.
- THE HON. WRIGHT PATMAN —author of Robinson-Patman Act.
- PETER B. B. ANDREWS — and his 300 industrial panel members (SM's "Future Sales Ratings" Board).
- EXECUTIVES OF INTERNATIONAL MACHINISTS UNION.
- WILLIAM T. SNAITH — President of Raymond Loewy Corp., one of the world's big-name authorities in product design.
- GERHARD COLM — National Planning Association.
- ADVERTISING AGENCY EXPERTS — authorities on distribution and merchandising
- DR. J. M. GOULD and the staff of Market Statistics (the Men Behind the Survey of Buying Power).

The study will be in two main parts — one featuring the detailed broadscale evocation of 1965 business trends and conditions, the other a statistical analysis of metropolitan area growth — for 233 areas — by the Survey of Buying Power staff.

The metropolitan Area Study will show the current population, income and retail sales—a 1945-54 Index of Change in each of these categories as well as for the 5-store groups . . . food, general

merchandise, furniture-household — radio, automotive and drug — for each area, each county within the area, the city or cities for which the area is named, all other cities in the area with retail sales of \$50 million, and all multiple cities in the area. PLUS a projection to 1965 of current population trends. An exclusive listing of 85 of the 233 metropolitan county areas where better-than-average population gains will propel the entire area ahead in its national ranking.

## **The 1965 LOOK**

*Coming Your Way in November 10 Sales Management*



## INCREASE SALES

*through better methods*

**B**etter methods bring better results. The Remington Rand Kardex System of Sales Control is probably the *best* method you can employ for building a more profitable sales program!

The Kardex System of Sales Control is based on "the chart that thinks," Remington Rand's exclusive, time-saving computing chart that automatically translates accumulated total sales into percentage of sales to quota. Colored Kardlok Graph-A-Matic signals instantly sound the alarm when sales are lagging, highlight outstanding results, indicate the last call made on each account. Kardex gives you *all* the information you need to review your entire sales picture in a matter of moments!



Write now for more information. Ask for folder KD760 when you address Room 1986, 315 Fourth Avenue, New York 10.

**Remington Rand**

DIVISION OF SPERRY RAND CORPORATION

shown in last week's *Life*, for example. So the impulse to buy, aroused by the advertisement, is reawakened. The purchase is made and the ad pays off. But we have no counters for life insurance selling.

"Our advertising merchandising program has substantially increased the direct sales value of our product advertisements."

So firmly is this principle of merchandising the company's advertising embedded in NYLIC policy that the firm spends more than 15% of its advertising-promotion budget to help link its selling staff with the advertising program at the local level.

New York Life keeps four advertising campaigns going: the career series; farm (addressed to farmers); group (addressed to employers of large groups); what is termed by the company a "product" campaign, which is a general, over-all series of advertisements answering questions the average reader might ask about insurance. Placed through Compton Advertising, Inc., copy appears in logical media: Farm copy in *Farm Journal* and *Successful Farming*; group insurance copy in *Fortune*, *Business Week*, *The Wall Street Journal*; product copy in *Time*, *Newsweek*, *U. S. News & World Report*, *Life*, *Look*, *The Saturday Evening Post*, *Collier's*, *The New York Times Magazine*, *Chicago Tribune Magazine*, and New York edition of *This Week*.

### Nursing Most Popular

The career series, with its wide applications, has been appearing in magazines of general circulation, plus specific media in fields concerned with the particular subjects covered.

Up to now, the article on nursing has created the most interest. It appeared as an advertisement in *The Saturday Evening Post*, *Collier's*, *Ladies' Home Journal*, *Woman's Home Companion*, and *Scholastic*. To take advantage of the wide appeal of this article, when it appeared in *Scholastic* a coupon accompanied it with blanks for checking requests for others in the series; there was also space for the name and address of the sender, with blanks to check whether student, parent or teacher.

Tying in with the career series have been special insertions in what are regarded as "educational" media: *National Geographic*, *Parents' Magazine*, and *Grade Teacher*. These advertisements feature the complete series, a typical insertion showing covers of several of the reprint pamphlets, with the headline, "Facts About Careers for Your Child."

To make it easy for NYLIC agents to capitalize on the company's advertising in all four divisions, a 16-page booklet reprinting scheduled advertisements is sent to them each quarter. A summary on the front cover of this year's June-August booklet pointed out that advertising was to appear in 16 national magazines during the summer months; that copy would cover "LM-3" ("Life Modified Three," a special plan under which rates are lower for the first three years); the 14th of the career series; farm copy each month; three home books added to emphasize the "Life Mortgage Protection plan;" copy in the June Reader's Digest.

There's cumulative value in the continuance of a campaign, NYLIC's management has discovered. As an instance, the mats for the career series have been offered for more than a year, but only recently has it become necessary to reprint the mats offered, indicating that agents are using larger quantities of these than in the past.

#### Drive on Pharmacy

The current push behind the booklet on pharmacy as a career is an unusually vigorous one. Through the four cooperative drug associations, the entire drug industry is becoming familiar with the article. Salesmen of distributors are delivering to the 10,000 drug stores sets of the pamphlets in the special counter dispensers. The Ladies' Home Journal reproduced the article in its September Drug Merchandising newsletter.

The degree to which New York Life agents participate in such plans depends on the individual. The size of the community in which the agent lives and works has no bearing on promotion-mindedness, the company's management has found. But it is convinced that merchandising advertising at the local level is effective.

There are individual instances of imaginative and intelligent use of promotional material by agents. For more than a year, one has been conducting his own radio program in Texas, serving as his own commentator, and tying in with the career series, offering reprints of the articles.

With reprints of NYLIC advertisements the company's agents can conduct their own personal direct-mail campaigns. As Vice-President Thomson puts it, "The double impact of the magazine ad and the mailer opens the door to more interviews, and on a more favorable basis. By integrating national advertising directly into the sales operation we are getting more and more direct sales per advertising dollar." **The End**

**AGAIN IN 1955 . . .**

**National Advertisers prefer the  
CHRONICLE . . . overwhelmingly!**

**636**

**GENERAL AND AUTOMOTIVE  
ADVERTISERS\* use The**

**CHRONICLE  
EXCLUSIVELY!**

**THIS REPRESENTS:**

**119% MORE**

**THAN  
BOTH OTHER  
HOUSTON PAPERS  
COMBINED!**

**EXCLUSIVE  
ADVERTISERS**

**CHRONICLE  
636**

**POST**

**261**

**PRESS 28**

**THERE CAN BE ONLY  
ONE REASON . . .**

*Results!*

**\* Source: Media Records first 6 months 1955  
Excluding National Supplements.**

**THE HOUSTON CHRONICLE**

**JESSE H. JONES, Publisher  
JOHN T. JONES, Jr., President**

**R. W. McCARTHY, Advertising Director  
M. J. GIBBONS, National Advertising Mgr.**

**THE BRANHAM COMPANY—National Representatives**

**42 CONSECUTIVE YEARS OF LEADERSHIP  
IN ADVERTISING AND CIRCULATION**

for business-  
or for  
family  
fun!

hotels  
**Mayfair Lennox**  
TELETYPE SL139 ST. LOUIS



**THINGS  
CAN  
ALWAYS  
BE  
BETTER!**



You may not be another Samson. You don't have to be. Why not use the power of Hile-Damroth and staff.

Hile-Damroth can help solve your problems with visual communication (films, flipovers, booklets, etc.) depending on the goal you want to reach. No matter what your objective — we will take the complete job off your hands. Our service covers every phase from field research through final production. Our clients are in heavy industry, producers of consumer products, publications, service organizations and the government.

*I'd like to see some of your ideas —  
no obligation.*

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_



**HILE-DAMROTH, INC.**  
270 Park Ave., New York City

Programs • Plans • Visual Methods for  
Sales Presentations, Training and Merchandising

## New Sales Chief's First Job: Learn to Manage Yourself

Today, some of you will break the welcome news to one of your outstanding salesmen: "I am making you sales manager!" Will you show your new manager how to switch from expert salesman to successful sales executive?

BY EARLE M. RICHARDSON\*

Inasmuch as most managers in this business must be promoted from the ranks of the sales force, you are apt to find yourself a successful, experienced salesman one day and an inexperienced manager with no record of any kind the next day.

You find that you have run the gamut from having most of your thinking done for you, to having to do all of it yourself, plus most of the creative thinking for the men you have inherited.

You might also find yourself a manager without any men or business to manage. This, however, only occurs when a brand new district or branch has been set up. Suddenly you find that instead of having merely the problem of working a territory and selling business, now you have that problem and many, many more. Learning back and realizing that you are now a manager will give you little solace. You have been offered a great opportunity; what you do with it depends on you. Whether you realize it or not, you have also been given a great responsibility. These two are always Siamese business twins, and any attempt to separate them invariably results in economic tragedy. *Don't try it.*

At the outset the neophyte manager is apt to ask himself, "What do I have to manage?"

First of all, you have to manage yourself. You have to manage your emotions. You have to manage your abilities so that they are applied effectively. You have to manage decisions almost from the start. You have to manage your finances. You have to manage your family affairs so that you have full time to expend on the job. You have to manage your think-

ing so that you think about first things first. You have to manage your plans, both for the short-term and long-term period.

You have to realize at once that many of the things which made you a good salesman may even be a detriment to your effectiveness as a manager. Webster defines the word manager, in part, as "the ability to manage." You must realize that eight-hour days are not for you. Sixteen hours are nearer right. I would divide these hours into about 10 working hours and six thinking hours. If that amount of work doesn't appeal to you, quit before you start. Your ability to open mail, write your signature over the typed "Sales Manager," and your quick computations of overwrite are not very important. Your ability to think, plan, and execute not only for your own efforts, but for those of other men, determines your progress and ultimate success.

Approach the job slowly. Appraise it carefully, and *don't try to do everything at once*. Realize that your prowess as a personal salesman is not all-important now that you are a manager. It is taken for granted that you can do better than most salesmen or your record would never have caught executive eyes. Logically you are expected to produce a substantial amount of Grade A personal business, otherwise you will not get much attention when you talk to your men. When you can discuss sales authoritatively with them, you eliminate a lot of asked and unasked questions about your own sales ability. This is the shortest cut I know to the first step of *managing you*.

You must face up to the fact that you have embarked on a lifetime job. Don't toy with the idea that after five years you will have completed it. You will be better than most new managers if you have a good start by

\*Richardson is district sales manager, Albany, N. Y., for Shaw-Barton, Inc., producers of calendar and specialty advertising.

then. You are dealing with human factors, and the strangest things happen to humans.

At the beginning of your managerial career no one expects you to be a past master of the art of managing. You are expected to have about four assets in the embryonic stage, and you should be able to translate them into results much faster than the average man. Your superiors were sure you possessed these abilities and the knack of developing them rapidly, or you would not have been selected for the job. No one really knows whether you can do the job or not, and your appointment does not mean a life term; it merely means that you are exposed to the opportunity. Make no mistake about it, if you can't show some signs of taking hold capably, you are not going to be around very long after the picture is developed.

#### Enthusiasm First

I rate the first and most important of these four assets as *enthusiasm*. Not the printed or verbal expression of it, but the sort of genuine enthusiasm which is based on knowledge, confidence, and a downright love of the job and its challenge. Volumes have been written about it, and I won't try to add to them: You either have to have it originally or you have to be able to deliver it through the labor pains of hard work and research. You will find that the *seed of enthusiasm* is one that blooms into being and growth faster than any other once it falls into "good ground." Many times during your managerial career you have to be enthusiastic when there is nothing to enthuse over. Regardless of how bad things are with you or within your district, *you have to be enthusiastic*. You may not feel like it, but somehow you have to reach down into your inner being and think, talk, and act enthusiastically. *There is no compromise with that statement*. Properly endowed with this enthusiastic spirit, you can spread it automatically through the personnel of your district.

The next asset you need in abundance is *ability*. You not only have to have it yourself, but you have to find it and develop it in others. If you don't have it personally, the chances are you will never recognize it in others, and if you did, you would never be able to develop it. Breeding strains run true to form whether in thoroughbred animals or management personnel. In both, good sires produce good offspring. So you had better be a sire with a lot of ability



## Medium-high priced cars - 41%

of adults in car-owning households in New York City & suburbs, where last car bought was medium-high priced

## are News readers -

and you'll find other important information about the buying habits of the readers of all New York City newspapers, available for the first time in

## Profile of the millions

... based on 10,349 personal interviews, conducted by W. R. Simmons & Associates Research, Inc. in New York City & suburbs. Shown in visual presentation, by appointment only. Ask any New York News office.

(Copyright 1955 by News Syndicate Co., Inc.)



## Face powder buyers - 40%

of the women (15 years and older) in New York City & suburbs who used face powder in the past month

## are News readers -

There are 2,290,000 women readers of the Daily News. They are the majority buyers of lipstick, perfume, cleansing cream, powders, nail polish ... and the largest volume of grocery store products as you'll learn from the best study ever made of New York's newspaper readership and buying habits

## Profile of the millions

See the visual summary being shown to advertisers and agencies. Inquire at any New York News office.

(Copyright 1955 by News Syndicate Co., Inc.)

# YOU belong in a tabloid... HARDWARE and HOUSEWARES ...to fully sell the hardware trade

HARDWARE & HOUSEWARES is the fastest growing! It does the *best* selling job for you because hardwaremen rely on its live news, the latest on new products and trade trends—all presented in any easy-to-read style and tabloid format.

Add to these editorial advantages the fact that only HARDWARE & HOUSEWARES assures your ad *top* visibility. Every ad you place is near news—there are no "buried" ads, ever. It adds up to tremendous readership in 37,000 "plus" individual hardware stores with a strong conviction to *buy*.

Ask your HARDWARE & HOUSEWARES representative to give you the full story of why *smart* advertisers know it's just good business to have HARDWARE & HOUSEWARES selling for them.



## Hardware & Housewares



8th Floor, Daily News Bldg., Chicago 6, Illinois

### PAST, PRESENT AND FUTURE

A glance at the past, a study of the present and a view of the future will be pictographically presented in SM's November 10 issue. Yesterday's history, today's facts and tomorrow's opportunity will be interestingly charted in easily digestible form. Don't miss it!

either. You have to have result-producing ability, the kind that shows up on an adding machine tape monthly, quarterly, or annually. Effort is fine and an admirable quality, but results are always the true index of ability. Certainly no one expects you to start out with the maximum amount, but it must be apparent from the start, and it must spread and expand fast. *Ability*, and the application of it, is the motivating force of progress. True ability is also versatile and encompasses the entire challenging opportunity with which you have been entrusted.

*So let's remember this—nothing can be done without real ability in large measure. You either have it or you are merely a stopgap individual on the job until a man with ability shows up.*

*Capacity for hard work and eagerness to do it are extremely important in this assignment of managing yourself. Realize that you will probably be far away from any supervision. No one is going to be at your elbow telling you what to do or how much. You will merely be told what you are not getting accomplished. You must first of all be a self-starter. There will be no one around to wind you up constantly and see if you are "ticking." That's your job, and you have to do it. You have to be able to produce about three times as much work as you did when you were a salesman. You may shy away from the idea of a triple assignment of work, but remember, you are exposed to a triple amount of income and opportunity if you are successful at it.*

Let's break this work assignment down a bit and see what you really have to do:

1. **Personal sales.** Here you find that you will have to develop what I like to call "timetable selling." You have to learn to telescope the average day's selling, as you used to do it, from eight hours to about three. Reduced to days, you have to do three days' selling work in one, and so on against any unit of time you care to use.

2. **District detail.** You have to learn to handle this in a minimum of time. In your early experience as a manager, you should take care of it mostly before nine in the morning or after six at night. Also in this connection, realize that much of the detail will be done by you personally because no one is going to supply you with a highly paid secretary in a plush office until your sales volume indicates that there are sales dollars

to spend for these fancy accouterments. *You have to do it yourself.* Maybe your wife can help you. If so, she should, because you are both in this deal together. Regardless of how it is done, it has to be done, and you must early become an exponent of a clean desk, even if it requires burning a little midnight oil to do it.

**3. Supervisory work**—where you have men already in the district. You must learn to make your own decisions, make them correctly and fairly fast. Analyze the situation and make a decision, then implement the decision and go on to the next one. This will be difficult at first, and you are not going to bat 100%. But strive for clear-cut, honest, fair decisions which add up to a good average managerial performance. *Don't procrastinate — don't compromise — don't be impulsive, but do decide and act.*

I have told you that this is a 16-hour-a-day job, but it pays a 16-hour-rate if you have the proper capacity for work. Managing yourself means *managing your capacity for work. Make sure you have great capacity and then use all of it all of the time.*

Another vital component of this job of managing yourself is the "will to win." It has been called a lot of other things, but somehow I like that phrase best. It's hard to define. Men must originate this . . . no one can give it to them. It must be a constant, never-failing urge to do better than one's associates. The desire to win or lead is fairly prevalent with everyone. You would learn this if you asked people about it; you would also learn that most of them are not willing to do anything about it. Very few are.

This quality is perhaps typified by the yarn about the sales manager who went to a restaurant and ordered a lobster dinner. The waiter brought the lobster and apologized for the broken left claw, explaining that the lobster had been in a fight with another lobster and got the worst of it. The sales manager pushed it to one side and shouted, "Bring me the winnah!"

Summarizing the job of managing yourself, and admitting that this is a rather meager treatise on a complicated subject, I would say you must have enthusiasm for the job . . . you must have genuine ability . . . you must have outstanding capacity for work, but, over and above everything else, you must have the "will to win." Managing yourself is your first and most important job and only successful self-management leads to the management of other people.

The End

## THE BUFFALO MARKET —



**MORE IMPORTANT**

**THAN**

**MANY WHOLE STATES!**

The 3-County Buffalo Market's 1,536,000 population is greater than that of 16 entire states. 1953 retail sales of almost 2 billion dollars totalled more than those in 20 whole states!

To sell this market most economically, use the Morning Courier Express, reaching nearly 1/3 of the 463,400 families throughout the 3 counties. To reach nearly all of them, use the Sunday Courier-Express, the State's largest newspaper outside of Manhattan.

### FOR THE COMPLETE STORY

— all the facts and figures — of Western New York's 8-county market, write for the Market Data Book of the Courier-Express.

### ROP COLOR

available both daily and Sunday.



## BUFFALO COURIER-EXPRESS



### NOW . . . YOUR SALESMEN TELL YOUR STORY THE WAY YOU WANT IT TOLD

Your sales story can now be illustrated — in exact sequence — with full color pictures of your product, plant, and advertising plans. This amazing sales-stimulator takes 36 standard 35mm slides at a time.

The FR Port-A-View has been hailed by sales managers as an economical, effective sales aid that salesmen like to use. Used by America's top companies. At photo dealers or write FR for free 30-day trial.

**fr**

### PORT-A-VIEW

Self-contained projector, screen and automatic slide changer

**\$54.95** base extra

DISCOUNTS IN QUANTITY  
Weights only 4 lbs. Sets up, folds instantly, carries over shoulder like camera.



THE FR CORPORATION 951 BROOK AVENUE, NEW YORK 61



## Upsy-Daisy!

This Holden, Mass. dairy farmer like hundreds of others in Central Massachusetts always has his eye open for a good cow to buy. Worcester County has been constantly pushing toward the nation's top in agricultural prominence—32nd in value of dairy products sold, 16th in value of eggs

sold, 19th in apples harvested. Of the 3,072 counties in the United States, Worcester has stepped up to 38th in Effective Buying Income of \$889,498,000—enough to get many a manufacturer of consumer goods right into the van of retail sales with the help of Telegram-Gazette advertising.

Sources: United States Census, Sales Management Survey of Buying Power (further reproduction not licensed).

Metropolitan  
WORCESTER **38th** in the  
County nation in E.B.I.

Circulation:

Daily, 156,818; Sunday, 104,429.

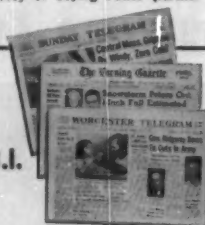
**the WORCESTER  
TELEGRAM  
-GAZETTE**

WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.

National Representatives

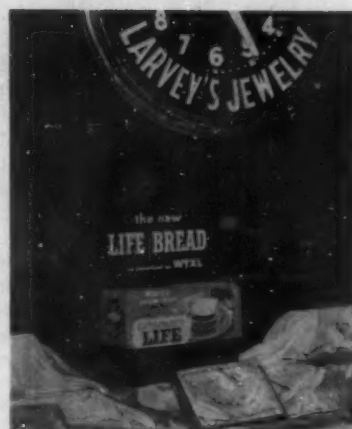
OWNERS OF RADIO STATION WTAG AND WTAG-FM



**SALES PROMOTION MAN** wanted to help sell special services to business firms. Survey work, calculating, tabulating, demonstration, sampling, convention handling, etc. Must be good correspondent and effective personal salesman. Milwaukee company expanding rapidly, with 50 offices in U. S. and abroad. Good starting salary—fringe benefits—unlimited opportunity. Write, giving age, experience, references, etc. Sell yourself in letter. Strictly confidential—our employees know of this ad, and your references will not be contacted without your permission. Personal interview arranged with qualified man in Milwaukee or Chicago. Box 3152.

### ASSISTANT SALES MANAGER

Unusual opportunity for man with broad creative sales experience. Fast-growing Milwaukee firm with 50 offices in U. S. and abroad needs help in directing and personally aiding Branch Managers in selling prospects created by National Advertising and Direct Mail. Considerable travel required. Good starting salary—fringe benefits—unlimited opportunity. Write in confidence, giving age, experience, references, etc. References will not be contacted without your permission. Interview with qualified man arranged in Chicago or Milwaukee. Box 3153.



## What's This? Bread In a Jewelry Store?

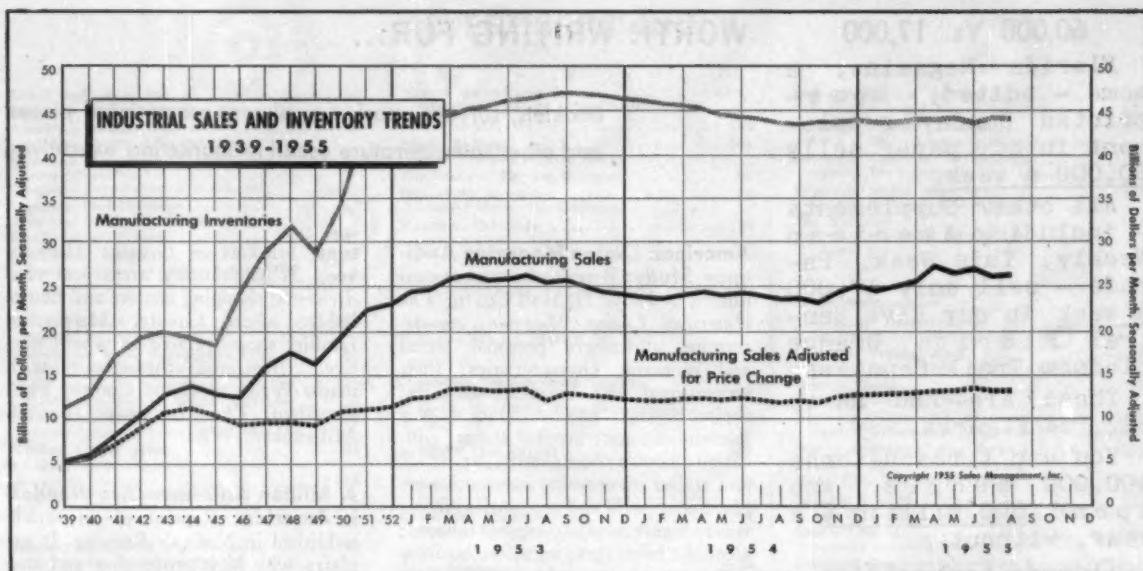
Ordinarily, you'd never expect to see a loaf of bread prominently displayed in a jewelry store window. If you did, chances are good that you'd stop and take a second look. The reason, psychologists would point out, is that you usually see what you want or expect to see. Thus, bread in a grocery store or rings in a jeweler's shop seldom startle anyone. But bread in a jeweler's window—that's different. You'll do a double-take every time.

Capitalizing on this psychological trait, Hathaway Bakeries, Inc., Boston, assisted by Radio Station WT-XL, Springfield, Mass., has created a promotion that is producing increased sales and a widening wholesale distribution.

With 20 brand competitors in the Springfield area, the company realized that in grocery stores and super markets, where all competitive brands are displayed together, preferential point-of-purchase display is next to impossible.

Consequently, Hathaway built its advertising program around a saturation schedule of radio spot announcements. Sales and merchandising personnel of WT-XL took dummy loaves of bread and counter cards to retail stores other than food stores and sold them the idea of using the displays. They placed 100 units in less than a week. Cooperating retailers were given one free "spot" a week each week bread displays were up.

Over-all results: Merchants found that windows containing the bread display had high "lookship." WT-XL heard from long-sought-after advertisers. Hathaway Bakeries' bread won stronger preference and greater recognition among consumers in a highly competitive market.



INDUSTRIAL SHIPMENTS in August maintained peak levels of the year as auto manufacturers paid final respects to the 1955 models before retooling for 1956. Sep-

tember shipments may therefore turn down slightly but will be sustained by continued high level activity in steel and other hard goods.

## Are Your TV Commercials An Insult to Your Best Customers?

(continued from page 38)

Too many television salesmen are talking the audience to death. Mere words coming from a warm body won't convince an audience that demands to be shown. TV watchers expect to be shown.

It isn't that we always object to what the announcer says on TV. It's just that he often says too much.

Otis Carney of the J. Walter Thompson Co. cites an aircheck he made on a commercial containing three selling points (par for most commercials is six selling points). Sixty percent of the audience got all three. Thirty-five percent got two out of three. Five percent got only one. Seldom can more than a single selling point be made in any one commercial.

Dr. Richard P. Lewis, coordinator of audio-visual services at San Jose State College, says, "People learn only through experiences." Words, he continues, are not experiences whereas pictures are. Words are an efficient means of communication only after experience. Yet how easy it is for the words to go beyond the picture in television! Often, even slowly delivered talk seems rushed—if it gets

ahead of the pictures.

Incidentally, what would you do with an over-talkative salesman?

Still, some TV advertisers are so in love with words that they print great big words right on top of the pictures. Sometimes we see a big fat word splashed over a picture while the announcer (somewhere in a box) rattles out more words about something that doesn't even show in the mutilated picture! Let's forget about the 12-year-old mind. Anybody who can decipher this common type of commercial is a raving genius.

### Repetition Not Good

Studies at Penn State College threaten to kill another beloved device as far as television is concerned. That's repetition. In audio-visual tests, the second showing of a film helped some, but third and fourth showings had little value. Straight repetitions don't pay off (unless they reach new sectors of the audience). There must always be some new angle, some new incentive to buy in each presentation. It's like any salesman's experience. The second sales

call on the same prospect must always be revised from the first.

Dr. Lewis kills another pet when he states that preaching and lecturing will not change behavior via TV. Any good salesman knows that, but there aren't enough pulpits in 48 states to hold all the frustrated preachers who try to sell on video.

Still, it isn't fair to condemn an entire industry for the work of a noisy but noticeable minority of poor salesmen. It would be much more difficult, indeed, to analyze all the good selling that takes place on television. And even the poorest performers have one salesmanship factor in their favor. That's the phenomenal selling job that must have been done by certain agencies and TV producers to peddle these ineffective commercial presentations to otherwise intelligent clients.

It's easy to protect yourself, though, if one of these outfits ever threatens to sell you anything.

Just give any prospective television salesman the same tests you'd give any other salesman with a million-dollar expense account and an unlimited territory!

The End

## 60,000 Vs. 17,000

Florida Magazine, a home - edited, home-printed Sunday supplement in our paper sells 60,000 a week.

All other Supplements - including American Weekly, This Week, Parade - sell only 17,000 a week in our Five Central Florida Orange Blossom Trail Counties.

These are ABC March 31, '54 figures.

You can't reach these 400,000 people, who spend 500 million \$ a year, without

### Orlando Sentinel-Star

MARTIN ANDERSEN

Owner, Ad-Writer & Galley Boy  
Orlando, Florida

Nat. Rep. Burke, Kuipers & Mahoney

### DIRECTOR OF MARKETING SERVICES

This important position represents an unusual opportunity to the right man. He will quickly recognize the possibilities for personal growth and compensation. He will be 35-40 years old with a University degree in marketing or business administration. He will serve as a staff assistant and report to the general sales manager. It is a highly successful and vigorous young company located in the Milwaukee area.

The man to be considered should have a thorough understanding of modern sales management techniques as they apply to market research, sales control, sales forecasting and order scheduling. Some direct industrial sales experience would be desirable. Most important is proved ability in terms of experience and aptitudes to administer the internal sales functions. He will know how to submit his qualifications in an organized presentation to warrant a personal interview.

Write Box 3154

### BUILDING MATERIALS SALES EXECUTIVE AVAILABLE

1. Over 25 years successful sales and sales management experience in building material industry.
2. Broad experience in selecting, training and directing salesmen.
3. Highly successful in establishing sound distribution.
4. Outstanding sales record.

Resume submitted upon request.

Write Box No. 3143.

## WORTH WRITING FOR...

Booklets, surveys, market analyses, promotional pieces  
and other sales literature useful to marketing executives.

### American Legion Magazine Audience Study:

Report of a survey conducted by Lloyd H. Hall Co. for *The American Legion Magazine*, to determine subscribers' personal, social and economic characteristics; their recreational and business activities; their buying habits. Data cover households; age; marital status; education; income; occupation; car, truck and trailer ownership; automotive replacement parts and accessories; men's wear; cigars, pipes, cigars, tobacco; alcoholic beverages; vacation, business and convention travel; toiletries; recreations and hobbies; insurance. Write Walt Robson, Promotion Manager, *The American Legion Magazine*, 720 Fifth Ave., New York 10, N. Y.

### Southern Farm Petroleum Market:

A survey of the purchase and storage of petroleum products, conducted by *The Progressive Farmer* in cooperation with the Market Research Committee, American Petroleum Institute. Data include passenger car, truck and tractor ownership; motor fuel and oil; lubrication; special winter protection; fuel for cooking; home heating equipment; water heaters; stock tank heaters; fuel storage; farm tenure; number living on farms; acres of farm land. Write to Paul Huey, Vice-President and Advertising Manager, *The Progressive Farmer*, 821 N. 19th St., Birmingham 2, Ala.

### Milwaukee and Wisconsin Marketing Areas:

Data compiled by *The Milwaukee Journal*, giving a new sales-eye view of Wisconsin and its key markets—size, growth, shifts in population, concentration. Some of the highlights: Growth trends are to industrial areas and to city suburban areas. Seventy-one percent of all Wisconsin business and 96% of all the state's growth is concentrated in the Milwaukee 100-mile zone. Milwaukee ABC Trading Area—the delivery service area of Milwaukee stores — has nearly half of Wisconsin retail sales. Milwaukee's 30-mile suburban commuter zone is a marketing area of 1,300,000 people. Greater Milwaukee is made up of 1,002,100 people in a 12-mile radius. Data include percentage of families by in-

come brackets in Greater Milwaukee's 37 community areas and civil divisions; shopping centers and households; where Greater Milwaukee families shop—related to where they live. Illustrated throughout with maps. Write to Court Conlee, Vice-President, *The Milwaukee Journal*, Milwaukee, Wis.

### A Million Salesmen Are Needed in America:

Reprint of an article published in *Nation's Business*. It explains why high production and sustained demand are not enough to insure continuing expansion of America's economy; how selling has changed; the characteristics of the types of men who can sell; the new thinking on sales training; what good salesmen are worth. Individual copies will be sent free of charge. The charge for bulk orders, \$7 per 100. Write to John F. Kelley, Business Manager, *Nation's Business*, 1615 H St., N.W., Washington 6, D.C.

**1956 Prize Book:** Issued by Belnap & Thompson, Inc., it is a 64-page book with wide-screen format, double-width pages in full color. Shown are 1,600 prizes—everything from table settings for luxury living, clothes for the younger set and mother and father, TV and radio sets to typewriters, dreams for dream kitchens, guns and gear for outdoor sports. Write to George Fehlman, Executive Vice-President, Belnap & Thompson, Inc., Incentive Center, Palmer House, Chicago, Ill.

### Nonferrous Metals and Parts

**Market:** Findings of a survey conducted by *Materials & Methods* magazine. Based on information from 643 U.S. plants, data cover 15 different nonferrous metals including aluminum, copper, brass, bronze, nickel, zinc, magnesium, lead and titanium. Included are the forms in which each of these metals is used—strip, clad, rod, wire, tubing, forgings, castings, extrusions, etc. Data are broken down by industry according to the Standard Industrial Classification system. Write William P. Winsor, Publisher, *Materials & Methods*, 430 Park Ave., New York, N. Y.

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## Case Histories on products in use

Photographic and reporting assignments covered throughout North and South America for advertising, editorial or research purposes

**SICKLES Photo-Reporting SERVICE**  
38 PARK PLACE • NEWARK 2, NEW JERSEY

## THE SCRATCH PAD

By T. Harry Thompson



Progress report: By late 1956, you will be able to talk to Europe over the first transatlantic telephone cable, according to American Tel. & Tel.

And Bob Quillen said tomorrow will be the most wonderful day in history. That's the day when we're all going to begin doing better.

On the other hand, *The Wall Street Journal* says living in the past has one thing in its favor. It's cheaper.

Don McMahon tells me about the African natives who tried to hide a golden throne by hoisting it to the ceiling of their royal grass house. When the white hunter came searching for gold, he spied it dangling high in the air. With one shot from his elephant-gun, he broke the rope, and the throne crashed to the floor, killing several natives. Moral: People who live in grass houses shouldn't stow thrones.

The same correspondent says his neighbor's son, who isn't too fond of school, claims: "It isn't the school, but the principal of the thing."

Contributor Marshall Pickett has resigned as advertising manager of Kasco Mills, now a division of Corn Products Sales Co., to establish Pickett-Anthes, Inc., Toledo, marketing consultants. Marsh will head "The Scriveners' Group," an advertising agency specializing in the farm field. E. H. Kieser, former exec. v-p of Kasco, is the new president of Pickett-Anthes.

### ITEMS YOU SELDOM SEE ON AN INVOICE

- 1 oz. of prevention
- 1 lb. of cure.
- 1 bbl. of monkeys
- 1 peck of trouble
- 1 grain of common sense
- 1 ball of fire
- 1 bag of tricks
- 1 liter of pups
- 1 skein of geese

"Your failures won't harm you until you start blaming them on the other guy."—*Beach Products.*

HONEYMOON: Thrill of a wife-time.—*Found on a paper napkin.*

D. W. Williams says past experience should be a guide-post, not a hitching-post.

Speaking for myself, some of the so-called summer replacements on television should have been replaced in turn by test-patterns.

What's-in-a-Name? Dep't: Ball-player Al Kaline should be able to pass the acid test.

Incidentally Marsh Pickett says Kansas license-plates advertise "The Wheat State," and why don't they say "America's Wheatheart"?

Nearly half-a-billion dollars (\$481,212,695) was spent last year by 25 companies for national advertising with newspapers and supplements, general and farm magazines, network radio and network television, reports *The Exchange*, little magazine published by The New York Stock Exchange. General Motors led with \$72,036,827.

ACROPHOBE: One who would fear a meeting at the summit.

In a plea for 4-lane highways, Goodrich said it simply: "Nobody gets mad at a truck on a good road."

Modern version: "Baa, baa, black sheep, have you any lanolin?"

The office cynic says a self-made man is usually a product of unskilled labor.

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### Foreword to "The Story of Creative Capital" (Du Pont)

Once there was a man named "Karl Marx," a brooding man whose sleep was troubled, a man who looked darkly at the world about him. He was a thoughtful man and, as he viewed the rise of mill and factory, he devised a theory. His theory was simple: Ownership of the mills, as with ownership of the land, was the key to the future. Ownership should, therefore, be vested not in the hands of the few, but with something he identified as The People.

A hundred years later, in the United States of America, something that Marx hadn't figured was going on. Ownership by the people? Yes, indeed. By the thousands, by the millions of people. Millions owned the homes they lived in, millions the land they tilled. Millions owned a share of the possession Marx valued highest: The tools of production.

Young people. Old people. Rich people. Poor people. An up-and-coming couple in Manhattan. A quiet widow in Virginia, tending by her dooryard the roses she had planted so long ago. A giant steel-puddler in Gary, proud of his strength and his skill. A gentle nun in Nebraska, as trustee for a hundred orphaned juniors, owners themselves tomorrow. A lobsterman in Maine, a steamboat-mate in Louisiana, an oil-driller in Texas. People in droves, people in throngs, people in hordes, people in multitudes. The People. The people of the United States.

Yes, the people own the tools of production. By his own definition, Karl Marx's prophecy has been realized. How odd a quirk of fate that, in Russia where he is revered, his dream should have been shredded on the jagged shards of "state" bureaucracy. How odd to find that it is here, in the capitalism he reviled, that the promise of the tools has been fulfilled.—Reprinted by permission.

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*More manufacturers depend on*  
**AMERICAN AIRLINES AIRFREIGHT**  
*when developing new markets*

Why? Because they find Airfreight's ability to make deliveries in *hours* greatly minimizes the importance of time and distance in the determination of new markets . . . in increasing sales.

Only American serves two thirds of the top 30 retail markets—all 23 of the top industrial states. For information, wire collect to: American Airlines, Inc., Cargo Sales Division, 100 Park Avenue, New York 17, New York.



# Why should some men prefer women over 50 in Chicago?

**H.** H. S. Jones wore the charcoal grey suit, pink shirt and horn-rimmed glasses of a successful advertising executive.

But he wasn't even a vice-president.



His name came last on agency inter-office memos; and his office was small, overlooking the air shaft. Jones was account man for Jiffy-Java, a coffee so instant it almost jumped into the cup (didn't wait to be spooned). Java experts expounded that instant coffee was bought mainly by younger women without old-fashioned coffee brewing habits. So Jiffy-Java's advertising was aimed at these glamorous young females. But sales were slow in the Chicago market.



One day our hero was lunching at Pete's Diner (his non-expense account hangout) when in chanced Joe, a space man from the Chicago Tribune.

Now Joe was an expert at solving cosmic sales problems, so he volunteered help on the Jiffy-Java account.

He consulted the greybeards in the Tribune's Research Department who brewed up a big pot of coffee statistics.



Even the greybeards admitted that young women have charms. But older women should be preferred by men in the instant coffee business. For analysis of the Chicago instant coffee market showed that sales increased with the housewife's age. In fact, 43% of all instant coffee was bought by families where the housewife was over 50.

Jones set the agency right on this important score,

P. S. Always remember . . .



If you want to SELL Chicago

TELL Chicago in the

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER



and soon moved to an office the size of Grand Central Station with H. H. S. Jones, V. P., lettered on the door.

So if you're looking for a way to climb to fame, don't overlook the help the Chicago Tribune can give you.



**Nobody knows Chicago like the Tribune.**



The Tribune has spent several million dollars to find out facts that vitally affect your Chicago sales. It knows who your best customers are, where they live and shop, why they buy. This valuable information is yours for the asking.

**Nothing sells the Chicago market like the Tribune.**

Retail sales in Chicago and the 206 Chicagoland counties are big—valued at \$17 billion. And the best way to sell this market is through the Tribune. Does advertising in the Tribune pay? Just ask companies like Duncan Hines, Philco, Carson Pirie Scott and Bird Floor Covering.



People may praise the Tribune, fuss about it or blast it—but reading the Tribune in Chicago is just like eating hot dogs at the ball game. Almost everybody does it. Everybody feels its impact. Practically 3 out of 4 families in the Chicago metropolitan area read the Tribune—almost half of all the families in 840 midwest towns read it. (Only 12% of metropolitan Chicago gets the largest national magazine—and less than 1 out of 10 tunes in on an average evening TV show.)

So if you want to know something about Chicago, call in a joe from the Chicago Tribune and put him to work finding out.